

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



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**MILLER**

NOVEMBER

Volume 18

Number 11

1950

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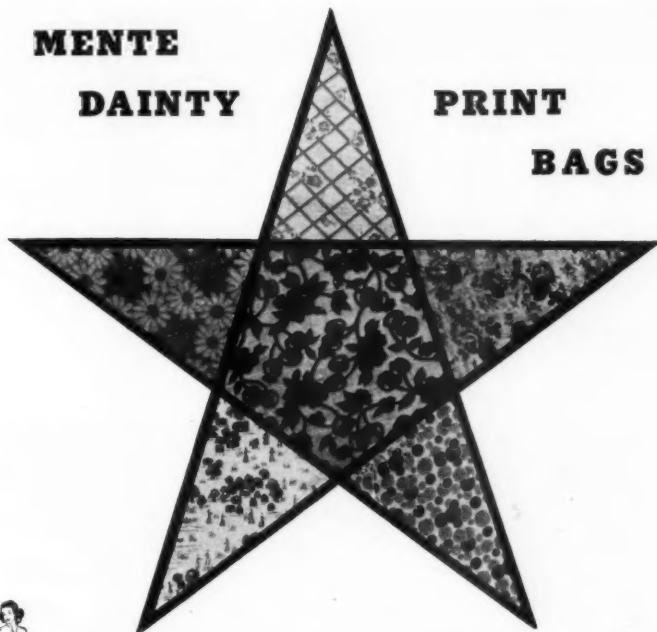
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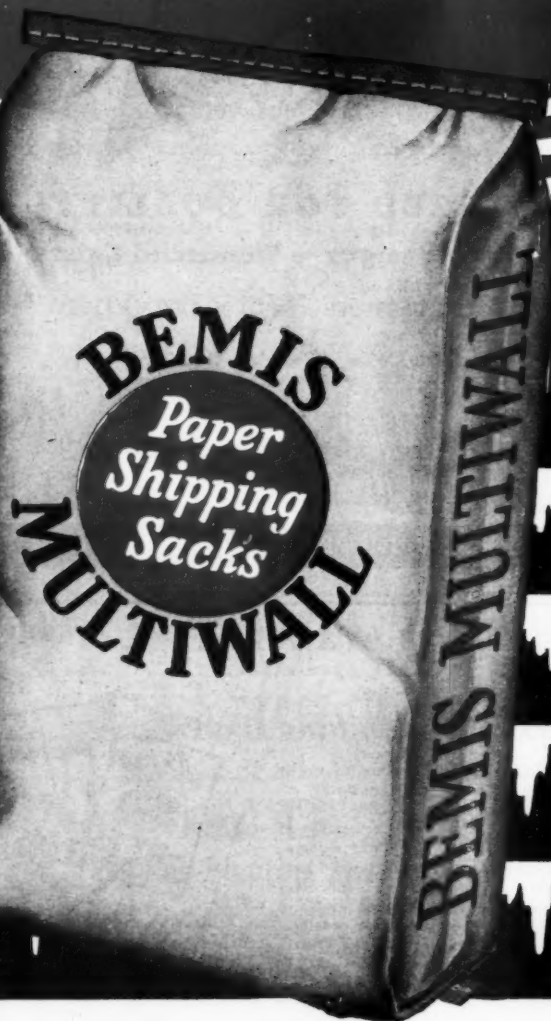
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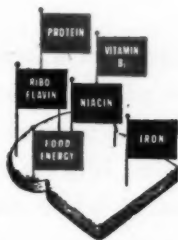
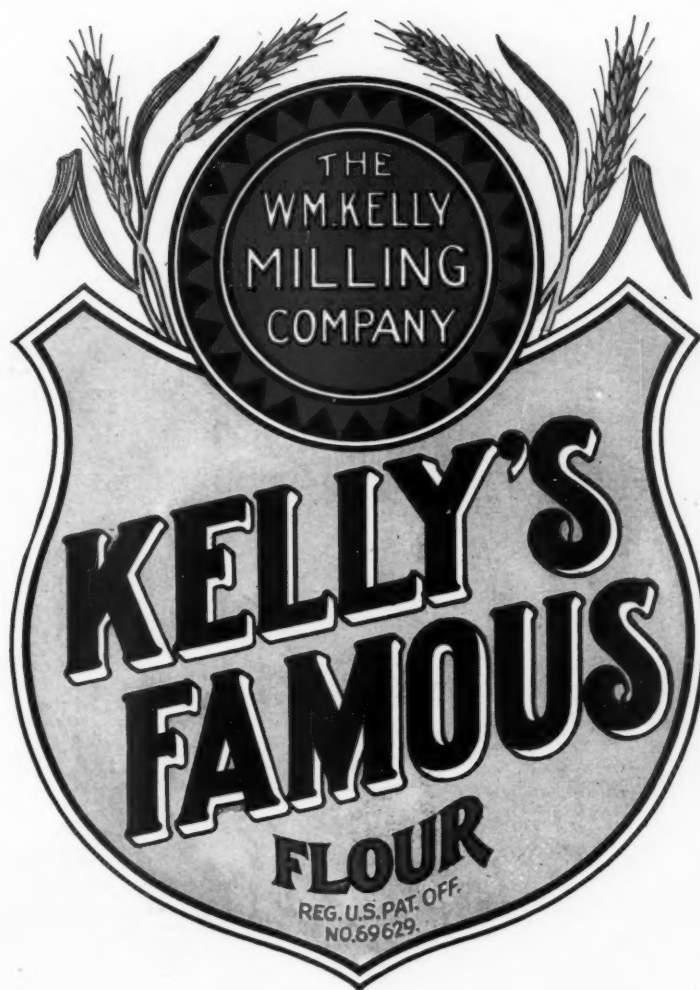
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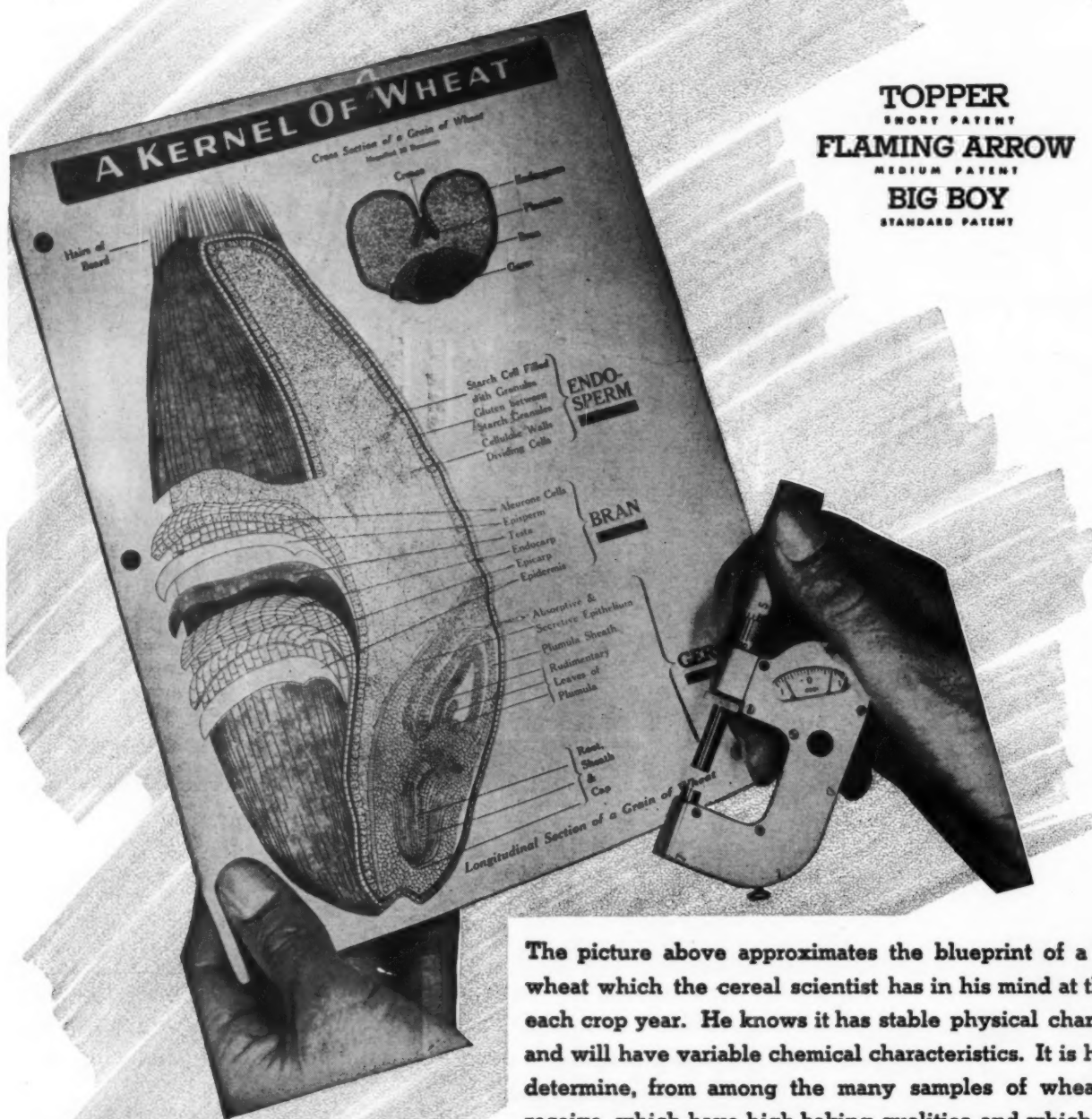
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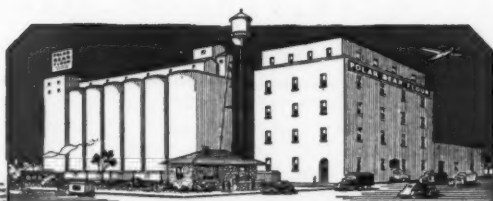




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Sometimes a spell-binding, blood-and-thunder pep talk made by a football coach in a locker room may mean the difference between defeat and victory for his team. And sometimes such a talk may enrich grid-iron history with an unforgettably amusing story. Fielding "Hurry-Up" Yost was one of the most famous football coaches of all times. The record he established during a quarter century of coaching University of Michigan "point-a-minute" football teams will never be forgotten. Yost was a master of dressing-room oratory. One afternoon before an important game on which hinged a Big Ten championship, in the privacy of the Michigan locker room, Coach Yost made a fervent plea for victory. His players listened, completely entranced. Then Yost reached the climax of his fighting oration as he screamed at his players: "Now go out that door . . . go out that door to victory!" And Coach Yost was so carried away that he pointed to the wrong door. Nevertheless, his obedient and hypnotized players

stirred by emotion, jumped to their feet and with an animal roar, stampeded through the door at which their coach pointed. It was the door leading to the swimming pool!

Needless to say, Michigan's famed fighting spirit was somewhat dampened on this particular occasion. Which only goes to prove that it takes more than enthusiasm to produce a winner . . . and that holds true in the baking business, too. A spell-binding sales talk isn't going to affect the performance of a single bag of flour. That's why we ask you to try a Commander-Larabee premium quality flour in your own shop. *You'll see for yourself* the mellow, high-rising loaves, baked without a single costly variation in fermentation or mixing time. *You'll see for yourself* how unfailing flour uniformity can help standardize your production timing . . . and put the savings right back in your profit column! Put the Commander-Larabee flour of your choice on your next order . . . give it a *performance-test* in your own shop!



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# Editorial . . .

## Antidote for the Fattening Phobia

**E**VEN the cranks and the crackpots among our dieticians—if they were careful and honest in their research—must have known all along that the right way to reduce weight is not to stop eating something but to eat less of everything. Nutritional science, however, has been slow to speak on this subject, or to do so with sufficient emphasis and authority. Now we have an emphatic statement, made in a most authoritative and persuasive manner.

At a meeting of the American Dietetic Assn. in Washington, D.C., Dr. Ruth M. Leverton, professor of nutrition research at the University of Nebraska, presented the results of a scientific, low-cost weight reduction study which she and her co-workers have made under a grant from the Millers National Federation. The study demonstrates that the malicious old idea that bread is fattening and therefore must be left out of reducing diets is erroneous. Said Dr. Leverton: "No aspect of food and nutrition is subject to

more abuse, fad and misinformation than the low-calorie diet necessary for weight loss. Omitting bread in a reducing diet is unnecessary and leads to increased cost of the diet."

Dr. Leverton explained that no single food is fattening. What determines whether a person gains or loses weight is the total number of calories in the diet. However, in a safe reducing diet, said Dr. Leverton, only those foods can be permitted that provide a fair share of food values along with calories. Enriched bread is one of these foods, since it provides considerable amounts of three B vitamins, as well as iron and some protein.

The bread-is-fattening phobia has a long start and is going to be hard to overtake. It is as basic to diet faddism as bread itself is to the human diet. But at least the staff of life can now go over to the offensive on this front against the crackpot. For altogether too long it has been needlessly and undeservedly on the defensive.

## Strange Mathematicians

**F**ATHER TIME might as well hang up his sickle. Gayelord Hauser has given us the formula for looking younger and living longer. His bestseller health book is condensed for us by that other compendium of the most important facts of life, Reader's Digest, from which we take this nutritional nugget: "I (Gayelord Hauser) advocate the use of whole-grain flours and cereals instead of devitalized or so-called 'enriched' varieties. Breads and cereals formerly were dependable sources of Vitamin E and the B Vitamins. No Vitamin E and only two of the 16 or more B vitamins are added to devitalized bread ironically publicized as 'enriched.' What strange mathematics—to take away 16 and add only two, and call the result 'enriched.' White, bleached flour is void of life-giving elements and should be plainly marked 'devitalized,' not 'enriched.'"

The mathematics does not seem strange to the more logical and better informed minds of the scientific advisory committee of the American Institute of Baking. In a current statement of enrichment policy this body takes note of the Hauser claims concerning nutrients that are partially or wholly removed from wheat during milling and assures us that there is no evidence to indicate a need for any of them that are not

now included in the enrichment procedure.

The scientists who figure in this pronouncement include such distinguished advisory committee members as C. A. Elvehjem of Wisconsin University, C. H. Bailey of the Minnesota Agricultural Experiment Station, Herbert H. Longnecker of the University of Pittsburgh and R. R. Williams, renowned for his nutritional research. There can be no doubt that they know what they're talking about, but their views, unhappily, do not seem to be welcome in the pages of Reader's Digest.

### "Mr. Baking Industry"

**T**HE recent death of Tom Smith, American Bakers Assn. executive, removes from the industry scene one of the most widely-known personalities in the world of baking. His wide contacts during his 23 years of service with ABA headquarters activities appropriately entitled him to the title, "Mr. Baking Industry."

Tom's service in connection with the baking industry expositions as well as his part in the planning and presenting of the annual ABA conventions won him friends in both baking and allied circles.

He was active also in representing the interests of the baking industry in government activities in Washington, during the NRA days and the days of crisis before World War II. For this service he received a citation which serves well as a fitting epitaph:

"Much goodwill continues from the ground-work you have laid."

### Making Bread Basic

**P**AY checks are tied directly to the price of bread by Rototiller, Inc., a Troy, N.Y., manufacturer of farm and garden machinery. C. W. Kelsey, president of the company, thinks this may help lick one of inflation's biggest headaches—how to keep workers from feeling cheated when the cost of living is on the upgrade.

Of course, Mr. Kelsey realizes that the price of bread might skyrocket and make his payroll so big as to put his products out of competition. But there is an even bigger hazard. The government might keep the support price for wheat above the level of other items in the family budget. More than that, it might succumb to the temptation to solve all price and wage problems at one stroke (after the manner of the Roman emperor Nero, who wished his enemies had but one neck) by tying the whole national economy to bread and then fixing the price of the loaf at will.



**ABA CONVENTION:** Continuing progress for the baking industry through cooperation and research was the goal of those attending the 1950 convention of the American Bakers Assn. at the Hotel Sherman, Chicago, last month. The dedication of the new building of the American Institute of Baking was the highlight of the meeting, with the remainder of the association's activities bearing out the convention theme of "Education and Research Through Our Institute." Young men in the baking industry began to move into the convention picture with a general session devoted to coming problems of the industry and suggestions as to how the young executives may help in solving them. An index to the convention coverage follows:

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**BREAD STANDARDS:** Two requests to reopen the hearing on the proposed definitions and standards of identity for bread and other bakery products have been received by the Federal Security Agency. The Atlas Powder Co. and the National Independent Meat Packers Assn. made the requests. **Details on page 10**

**SURVEY OF BREAD COSTS:** Charles F. Brannan, secretary of agriculture, has replied to John T. McCarthy, Jersey Bread Co., Toledo, chairman of the American Bakers Assn., by asking the baking industry to cooperate with the government in making a survey of the cost factors involved in bread production and distribution. Mr. McCarthy had formerly protested to the U.S. Department of Agriculture that the agency's Bureau of Agricultural Economics had issued an incomplete and misleading analysis of the retail price of a loaf of bread. **Details on page 11**

**BOOST FOR BREAD:** The old idea that bread is "fattening" and therefore must be left out of reducing diets was reported to be erroneous at a recent meeting of the American Dietetic Assn. A research nutritionist demonstrated that a low-calorie diet successfully used in reducing included enriched bread at each meal. **Details on page 11**

**FLOUR MARKET:** Adverse war news and growing inflationary pressure are the dominating factors in wheat and flour markets, according to George L. Gates, market editor of The American Baker. Although wheat is in plentiful supply and no unusual demand can yet be measured, it is likely that recent firmness will be maintained as a reflection of other commodity prices and through the support program. **Details on page 12**

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## Next Month . . .

● **THE BAKER** should not overlook any time and labor savers that might pay him dividends under the present economic situation—for the baker with limited production of a variety of bread and rolls, a master sponge dough offers an opportunity to conserve materials and streamline operations. A. J. Vander Voort, technical editor of The American Baker, will discuss this master sponge technique as part of his next month's formulas feature.

● **A RACKET** which costs Americans several hundred million dollars annually is the "foreign substance" racket, in which a customer looks for easy money by suing a food concern on the grounds that he or she suffered injury or mental harm by a foreign substance found in purchased food. The baking industry is one of the most prominent victims of this racket. In a feature article in the December issue of The American Baker, Dr. Charles A. Levinson will point out cases where the baking industry has been taken in by foreign substance racketeers.

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# FSA Gets Requests for Reopening of Hearing on Standards for Bread

WASHINGTON — Two requests that the hearing on the definitions and standards of identity for bread and other bakery products be reopened have been filed with the Federal Security Agency.

The deadline for filing exceptions to the proposed standards, which were published in the Federal Register of Aug. 8, is Nov. 8 and observers here thought it improbable that any further extension of time would be granted.

First request for reopening of the hearing came from the Atlas Powder Co., Wilmington, Del.

The motion points out that the "tentative findings discriminate against Atlas products because the

Federal Security Agency did not apply the same criteria, standards and tests to competitive types of emulsifying agents."

In the tentative findings and standard published last Aug. 8, Atlas products, known as "Span 60," "Tween 60" and "Myrj 45," were not included as optional ingredients, while certain competing types of chemical emulsifiers, known as mono- and di-glycerides, were permitted.

In requesting that the hearings be reopened, Atlas asked for the opportunity to present "material evidence, the need for which could not reasonably have been anticipated before the administrator's tentative decision was announced."

The second request for reopening

of the hearing came from the National Independent Meat Packers Assn. In asking further consideration of the proposed standards the meat packers' group charged that the proposals are "discriminatory since the proposals restrict use of mono- and di-glycerides in shortening to those products made by the Procter and Gamble Co. or licensees of that company."

One official said that it is not their concern where or when the mono- and di-glycerides are added to lard, indicating that the FDA probably will decline to reopen the hearings on this particular phase of the proposal and may probably correct the condition administratively when the standards are issued.

## ARBA Intensifies Extended Drive for New Members

CHICAGO — The national campaign for new members of the Associated Retail Bakers of America has been intensified and extended into November, it was announced by Louis J. Dudt, Dudt's Bakery, Pittsburgh, ARBA president, following a meeting here Oct. 24.

The extension was decided upon, the announcement said, "because of the early indication of a successful membership drive and due to the fact that any national campaign is delayed in getting started."

It was also announced that every effort would be made to speed up the timing and number of services rendered by ARBA.

## AIB Scientific Advisory Group Discusses Policy

CHICAGO—The scientific advisory committee of the American Institute of Baking met Oct. 17 to assist the institute staff in planning its scientific program and in formulating policy on problems confronting the institute.

The contribution of the enrichment program to the human dietary and the possible need for modification of enrichment requirements were discussed. It was the opinion of the committee that despite the claims that 15 odd nutrients are partially or completely removed from the wheat during milling, there is no evidence to indicate a need for any of them that are not now included in the enrichment procedure.

In discussing lysine as a possible enrichment ingredient it was pointed out that supplementation with lysine could be accomplished more economically through the use of milk, which would also contribute significant quantities of other amino acids.

Despite the greater ease of enforcement and possibly more widespread uniformity of enrichment which would result from enrichment of all

flour, the committee was unwilling to recommend mandatory enrichment of white flour. It was believed that the baker should be permitted to "take advantage of the greater economy and greater flexibility afforded by addition of enriching ingredients to the dough."

Dr. Guy C. Robinson, Continental Baking Co., reported on a proposal that standards of identity and designation for bread containing 6% non-fat milk solids be established. The committee recommended against such action, reasoning that such action might result in a decreased use of milk by bakers because of the possibility of creating two distinct types of bread, most of which might contain no milk.

## ARBA, Bakers' Program Promotes Pumpkin Pie

CHICAGO—The Associated Retail Bakers of America and the Bakers of America Program will cooperate in promoting pumpkin pie in November, with the ARBA offering its members a complete merchandising program to enable them to capitalize on the bakers' program national advertising.

The accompanying illustration shows the typical baker's pumpkin pie featured by the Bakers of America Program. The advertisement appears in the November issue of McCall's magazine. Already on the newsstands, McCall's circulation is 3,807,000, with an estimated readership of 9,200,000.



## NRC Organizes Food Protection Committee

WASHINGTON—The Food and Nutrition Board of the National Research Council has organized a food protection committee for the purpose of reviewing and summarizing available information on the proper use of newer pesticides and functional chemicals. The committee will coordinate its work with public and private research agencies in gathering and disseminating pertinent scientific information and will stimulate additional research on problems which in its opinion need further attention.

The food protection committee will cooperate with many agencies, including the Food and Drug Administration, the U.S. Department of Agriculture, the Public Health Service, the American Medical Assn., state experiment stations, state public health and regulatory agencies, and industrial and private research laboratories.

An immediate activity of the food protection committee will be to supply, when requested, the names of scientists who can furnish authentic information to the congressional committee now holding hearings, and to

furnish suggestions regarding the types of information needed to provide an accurate picture regarding the use of newer insecticides and functional chemicals.

The Food and Nutrition Board has invited the Millers National Federation to designate representatives of the federation and the flour milling industry to serve on a liaison advisory panel to the food protection committee. Howard W. Files, Pillsbury Mills, Inc., Minneapolis, federation president, in response to this invitation, has appointed G. Cullen Thomas, General Mills, Inc., Minneapolis, and Herman Fakler, federation vice president, as representatives of the federation.

The advisory panel met with the food protection committee in Washington Oct. 27, with Mr. Fakler attending the meeting.

—BREAD IS THE STAFF OF LIFE—

## CHICAGO CLUB TOLD OF USE OF WINE IN BAKING

CHICAGO—The use of wine in commercial baking was discussed at the Oct. 25 luncheon meeting of the Bakers Club of Chicago. A color-sound movie showing the growing and processing of grapes for wine-making was shown.

Through the courtesy of the Wine Advisory Board, San Francisco, L. H. Heckinger conducted the program, explaining the various types and uses of wine. Wine was served during luncheon with the compliments of the board.

—BREAD IS THE STAFF OF LIFE—

## Hearings on 1951 Sugar Quota Will Open Nov. 28

WASHINGTON — Required hearings under the Sugar Act of 1948 on domestic consumption needs in 1951 will open here at the Jefferson Auditorium of the U.S. Department of Agriculture Nov. 28 at 9:30 a.m. All interested parties will be given an opportunity to present their views on sugar requirements for the calendar year 1951. Written views have also been solicited by the Secretary of Agriculture; they must be submitted in quadruplicate and must be received at USDA not later than Dec. 11.

## Hearings on Use of Chemicals in Foods Will Be Continued

WASHINGTON—The investigation into the use of chemicals in food products will be continued here Nov. 28 by the select committee of the House, according to an announcement by Rep. James J. Delaney (D., N.Y.), who heads the committee.

In addition, it was reported, hearings will be held in Chicago Nov. 15-17 if President Truman does not call Congress back into session before that time.

More than 40 witnesses have been called to testify on the use of chemicals in food products and food processing, according to members of Rep. Delaney's staff. They said, however, that "industry as a whole has been uncooperative."

The Chicago hearings, if they are held, are expected to cover the use of emulsifiers in bread and ice creams.

They are being conducted there because "many prominent witnesses come from that part of the country," a spokesman for the committee said.

The committee has invited food processors and distributors to present their views on a proposed amendment of the Food and Drug Act to provide advance testing of chemicals to be used in foods. Witnesses who have testified in the hearings so far, the committee spokesman said, have in general asked that long-term toxicity tests be made, and approved by the government, before a chemical substance is added to a food product. Since the burden of proof in such cases would be on the processor, the committee is anxious to learn the views of the food industry before it considers possible legislation, the spokesman said.



# USDA Asks Survey of Bread Costs

## BRANNAN URGES COOPERATIVE STUDY WITH BAKING INDUSTRY

Secretary of Agriculture, in Reply to ABA President, Points Out Funds Available Under Research and Marketing Act of 1947

WASHINGTON—The Secretary of Agriculture has asked the baking industry to cooperate with the government in making a survey of cost factors involved in bread production and distribution. The request was contained in a reply from Charles F. Brannan, boss of the U.S. Department of Agriculture, to John T. McCarthy, Jersey Bread Co., Toledo, president of the American Bakers Assn.

The subject of the price of bread and the costs involved in its production, long a favorite of politicians, was brought into the spotlight again late in September when the Bureau of Agricultural Economics of the USDA released an analysis of the retail price of a loaf of bread which implied that the baking industry was taking a greater proportionate share in 1949 than it did in 1947. The analysis was immediately branded as incomplete and misleading by the ABA president in a strong letter to the Secretary of Agriculture.

In his letter of protest, Mr. McCarthy challenged the distortion which was caused by the failure of the government's analysis to show that the difference between the retail price and the ingredient costs was composed of labor charges, wrapping costs, taxes and other overhead items which have increased materially in many instances since 1947.

### Funds Available

In his reply to Mr. McCarthy, the Secretary of Agriculture pointed out that funds would be available under provisions of the Research and Marketing Act of 1947 to cover a cooperative venture between USDA and the baking industry in ascertaining the level of such cost components as labor, equipment, wrapping and other overhead items as part of the retail price of bread.

Mr. Brannan noted the objections the ABA chief made to the USDA report regarding the omission of labor and other cost factors which occur after the ingredients are assembled at the bakery for preparation into the finished product. However, he dismissed this criticism of the report by saying that these re-

ports have been issued for many years and that it is generally recognized that the omissions Mr. McCarthy noted are always included in any analysis of costs.

### Profit Trends Cited

After this gesture, however, the Secretary digressed to cite recent federal reports of profits in food industries which showed that in the bakery field profits per sales dollar and on the basis of capital investment are somewhat larger than in other food processing operations. He pointed out, however, that profit trends in the baking industry, which were "heading upwards in 1949 appear to have receded somewhat in first showings for 1950."

—BREAD IS THE STAFF OF LIFE—

## Baking Industry, Scientists Laud Enrichment Plan

CHICAGO — Representatives of science and industry met in Chicago Oct. 17 to survey accomplishments resulting from a meeting of the same group 10 years ago. The program which they launched at that time was the enrichment of white bread, now being characterized as "the greatest single public health measure ever undertaken."

The meeting was held in connection with the annual convention of the

American Bakers Assn. and was presided over jointly by John T. McCarthy, chairman of the board of the ABA, and Louis E. Caster, chairman and president of the American Institute of Baking.

Dr. Russell M. Wilder of the Mayo Clinic, Rochester, Minn., was the principal speaker. He declared that enrichment of bread has meant not merely enriching bread, but enriching the lives of our citizens—"enrichment of life in a greater zest for living and improved resistance to disease."

Dr. Wilder urged that enrichment be promoted to an extent that would result in no bread failing to carry its quota "of the life enriching vitamins and iron of the bread we call 'enriched.'" He recommended that all flour be enriched at the mill so that no baker can fail to meet the standard which leaders of the industry are meeting in their program.

Dr. Paul de Kruif, noted writer on medical topics, delivered a glowing tribute to the late M. Lee Marshall, former chairman of the board of the ABA and of the Continental Baking Co.

Mr. Caster pledged the scientists that the AIB would use its every influence in promoting nutritional improvement throughout the industry. He cited the new AIB research building as testimonial of the baking industry's faith in research and its belief in accomplishments of the past and further progress in the future.

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## HAROLD K. WILDER HEADS ENRICHMENT STUDY GROUP

RICHMOND, VA.—The Virginia Nutrition Council, a group of nutritionists, dietitians, home economists, health officers, doctors and others interested in improved nutrition, has chosen Harold K. Wilder, executive secretary of the Virginia Bakers Council, Inc., as chairman of its committee on flour enrichment study.

## Bakers' Union Planning More Company Divisions

CHICAGO—The general executive board of the Bakery and Confectionery Workers International Union has announced that it is calling three conferences of local unions for the purpose of discussing the establishment of additional company divisions of the international union.

The first conference will consist of General Baking Co. local union delegates, and will be held Nov. 27 at the Webster Hotel here. The delegates from local unions in contractual relationship with Purity Bakeries Corp. will meet at the hotel Nov. 28. Delegates to the nation-wide conference of local unions in contractual relationship with the Ward Baking Co. will meet Nov. 29.

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## ALUMNI PRESENT STUDENT LOUNGE TO AIB SCHOOL

CHICAGO—More than 50 alumni and guests assembled in the classrooms of the new American Institute of Baking building, Oct. 14 to witness the presentation of the student lounge by the AIB alumni association. Everett T. Waller, Chicago, alumni association president, made the presentation and H. S. Mitchell, Chicago, chairman of AIB's educational advisory committee, accepted it in behalf of the school.

In his speech of acceptance, Mr. Mitchell pointed out the many advantages the new lounge will offer the students. He also made a plea for increased support in spreading information about the school and the opportunities it offers young men.

# Overweights Can Eat Bread and Lose Weight, Dieticians Report

WASHINGTON—The old idea that bread is "fattening" and therefore must be left out of reducing diets was reported to be erroneous at a meeting of the American Dietetic Assn. here last month.

Dr. Ruth M. Leverton, professor of nutrition research at the University of Nebraska, presented the results of a scientific, low-cost weight reduction study which she and her co-workers just completed. Twelve overweight young women followed a low-calorie diet which cost less than 68¢ a day and included enriched bread and butter at each meal.

At the end of an eight-week period the girls had lost a total of 227 lb. The weight loss averaged about 2.8 lb. a girl a week.

Dr. Leverton, who is also the author of a widely used compilation of special diets for diabetics, said, "No aspect of food and nutrition is subject to more abuse, fad and misinformation than the low-calorie diet necessary for weight loss. Omitting

bread in a reducing diet is unnecessary and leads to increased cost of the diet."

The 1,200-calorie diet, prepared by trained dieticians for the overweights, regularly included meat, milk, fruits and vegetables as well as bread. In general, thick gravies and sauces, concentrated sweets and calorie-packed desserts were omitted.

The girls remained in excellent health and had high morale during the diet, it was reported. With the exception of calories, the reducing diet was "nutritionally generous."

Dr. Leverton explained that no single food is fattening.

"What determines whether a person gains or loses weight is the total number of calories in the diet," she said. "However, in a safe reducing diet, only those foods can be permitted that provide a fair share of food values along with calories. Enriched bread is one of these foods, since it provides considerable amounts of three B-vitamins, as well

as iron and some protein."

Here is an example of the meals the girls had during one day. A typical breakfast included ½ cup of orange or grapefruit juice, one slice enriched bread, one teaspoon butter, one poached egg and one glass skim milk. For lunch, the reducers had two slices of enriched bread, one teaspoon butter, one glass skim milk, one tomato and one medium apple. For dinner, they ate one third pound cube steak, a small boiled or baked potato, lettuce salad, enriched roll with butter, one glass of skim milk and one small dipper of fruit sherbet.

The reducing study at the University of Nebraska was planned to study the needs of the body during weight reduction and demonstrate the place of enriched bread in the diet.

Dr. Leverton recently returned from a tour of the Philippines, Asia and Europe, where she lectured on nutrition under the auspices of United Nations Educational, Scientific and Cultural Organization.

## GENERAL BAKING PRESIDENT NAMED TO COUNCIL

NEW YORK—George L. Morrison, president of the General Baking Co., will represent the baking industry on the Business Advisory Council on the invitation of Charles Sawyer, secretary of commerce. This council is a group of industry leaders which informs the government on problems and trends. The late M. Lee Marshall of the Continental Baking Co., New York, preceded Mr. Morrison on the council. Harry Zinsmaster, Zinsmaster Bread Co., Duluth, Minn., was the representative before that.



# Inflation, War News Firm Markets

## WHEAT AND FLOUR VALUES FOLLOW UPWARD FOOD TREND

Prices Recover from October Recession on Adverse War News; Large Wheat Stocks Available; Price Support Operations Lag

By GEORGE L. GATES  
Market Editor of The American Baker

Adverse war news and continued pressure of inflation in early November pushed wheat markets and flour prices up from the low points reached in October when it appeared the Korean campaign was about to end. The clash of American troops with Chinese Communists renewed fears of war on a larger scale in the Far East, if not a general world conflict. Continued expansion of military preparedness and repeated forecasts of higher price trends are reflected in wheat markets as in other commodities. December wheat futures prices by early November had gained 2@3¢ from levels of early October, and the May futures climbed 3@5¢. Cash wheat prices were somewhat less firm, with gains limited to 2¢. Flour quotations were steady to 10¢ sack higher in the Northwest and 15@20¢ higher in the Southwest.



George Gates

### PRICE OUTLOOK NOT COMPLETELY BULLISH

The outlook for wheat and flour is not entirely bullish, since considerable weight still can be given to foreseeable demand and supply factors. There is no immediate indication of a tremendous drain on the present large wheat supplies, but whether the world situation improves or not, it is doubtful that wheat and flour costs can escape the inflationary thrust on the whole economy. Meanwhile, plentiful stocks in the U.S. and elsewhere tend to slow down the advance, a somewhat different situation than observed in other commodities. War developments, of course, could upset the balance overnight.

### WHEAT STOCKS SECOND LARGEST ON RECORD

United States stocks of wheat Oct. 1 totaled 1,192 million bushels, the second largest supply for that date on record. The quantity was exceeded only by the 1,372 million bushels Oct. 1, 1942. Disappearance, reflecting a lag in exports, was indicated at only 238 million bushels and the smallest for the July-September quarter since 1942. World wheat production this year is estimated at 6.4 billion bushels, only slightly below the especially favorable harvest of 1948. Homegrown supplies are larger in some of the major importing countries, and indications are that they will be poorer customers of the surplus-producing nations.

Against this background, then, other market aspects must be exam-

ined, including the course of inflation. Probably some of the most publicized predictions of price trends came from the recent U.S. Department of Agriculture outlook conference in Washington. One government economist indicated that expected increases in parity in the next few months probably will push the national average support price for wheat to \$2.09 on the 1951 crop. This would be 10¢ above the 1950 loan level. Higher food prices—possibly new records—were indicated for 1951 by the government spokesmen. Such predictions helped to advance sharply the July wheat futures recently.

### SUPPORT PROGRAM EFFECT DELAYED

The government's price support program is taking hold more slowly than in recent years, and its effects may be delayed for several months. Through September, 101 million bushels had been placed under price support, less than half the amount pledged by the same time a year ago when 249 million bushels were already tied up. Farmers have until Jan. 31 to take advantage of the loan provisions, and the tie-up may be expected to increase if market prices should recede. Also, it is believed impoundings may have been heavier in October during the temporary price slump. If other forces do not put wheat above support levels, the loan program can be expected to do the job at some time during the marketing year.

### EXPORTS ESTIMATED AT 250,000,000 BU.

The present turn in war events may alter the overseas demand for U.S. wheat, but few current esti-

mates of probable 1950-51 exports go higher than 250 million bushels. Some experts forecast movement of not more than 225 million bushels. Yugoslavia recently requested and was granted U.S. aid, and it is expected 12 to 14 million bushels of wheat will be included. There are reports that Germany intends to stockpile 1.4 million tons of grain. Additional wheat and flour probably will be sent to the Far East for relief feeding. It was expected demand for U.S. wheat may be expanded because of the limited amount of good quality wheat harvested in Canada this year, and this may yet prove true. However, Canada has substantial carryover from the 1949 crop, and recently the Canadian government said it expected to export 265 million bushels in the current crop year.

### FARMERS IN SOUTHWEST AIM FOR BIG CROP

Another big wheat crop is in the making in the Southwest. Farmers in Kansas have taken advantage of excellent moisture conditions—rated the best on record—to seed an estimated 15 million acres, against a government quota of 14,144,000 acres. Planting is largely completed there and in other southwestern states. The Texas crop is off to a good start, and in Oklahoma the outlook also is good except that more surface moisture is needed.

### OCTOBER DECLINES AID FLOUR BUYERS

When wheat markets declined in mid-October, flour buyers had an opportunity to extend their forward commitments. It is estimated that most baking concerns hold contracts for 60 to 120-day requirements as a result of this and previous buying. Thus, fairly comfortably situated, buyers are inclined to wait out the market further.

### MILLFEED MARKET SHOWS MORE STRENGTH

Not until early November did millfeed prices show any real indications of pulling out of a seasonal slump. With the threat of large imports of low-grade Canadian wheat hanging over the market and competition of Canadian millfeed quite potent in eastern markets, domestic millfeed

has been easier than normally would be expected. However, with feed grain prices strengthening and the large potential demand for feeding of record numbers of livestock, the market stands a good chance of holding its recent gains and advancing. This, of course, would tend to help offset higher wheat prices in determining flour prices.

—BREAD IS THE STAFF OF LIFE—

## Read Machinery Acquires Booth Firm in Los Angeles

YORK, PA.—Further expansion of its bakery equipment business has been announced by the Read Machinery Division of the Standard Stoker Co., Inc. E. A. Turner, president, stated that the company has acquired the plant and line of products of Equipment Engineering Co., Los Angeles.

W. K. Booth, founder and head of the Los Angeles business, will become vice president of the Standard Stoker Co., Inc., and will continue to manage the West Coast operation, which has been designated the Booth plant of the Read Machinery Division of the Standard Stoker Co., Inc.

All personnel at the Booth plant will continue in their same capacities. Booth equipment for the baking industry will be incorporated into the Read line and will henceforth be sold under the trade name "Readco."

Mr. Turner stated that with the addition of the Booth line Read is now prepared to fill the complete requirements of all bakeries whether for individual items of equipment or for the automatic plants.

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## QUARTER SALES REPORTED BY NATIONAL BISCUIT CO.

NEW YORK—The National Biscuit Co. has reported sales of \$72,929,375 for the quarter ended Sept. 30 compared with \$72,854,481 for the corresponding quarter a year earlier. Net income for the quarter was set at \$5,251,443, equal to 7¢ a common share, compared with \$5,101,154 a year earlier, equal to 7¢ a share.

Sales for the 12 months ended Sept. 30 totaled \$288,543,347, compared with \$302,071,408 for the preceding 12-month period. Net income for the 12 months ended Sept. 30 was \$21,025,218, equal to \$3.07 a share, compared with \$23,779,291, or \$3.50 a share for the preceding 12-month period.

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## PURITY BAKERIES CORP. REPORTS 40-WEEK NET

CHICAGO—Purity Bakeries Corp. for the 40 weeks ended Oct. 7 reported consolidated net income of \$2,193,227, after interest, depreciation, federal taxes, all other charges and deduction for minority interest. This net income amounts to \$2.72 a share on 805,045 shares of common stock outstanding, and compares with net income of \$2,029,930, or \$2.52 a share, for the corresponding 40 weeks of 1949.

For the 12 weeks ended Oct. 7,

## Summary of Flour Quotations

Nov. 4 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	\$7.40	\$7.15	\$7.00	\$7.00	\$7.50
Spring top patent	6.02	6.00	6.00	6.00	6.00
Spring high gluten	6.00	6.00	6.00	6.00	6.00
Spring short	5.90	5.80	5.80	5.80	6.00
Spring standard	5.55	5.92	5.70	5.90	6.00
Spring first clear	5.55	5.92	5.60	5.80	6.00
Hard winter short	5.40	5.75	5.45	5.60	5.75
Hard winter standard	5.30	5.70	5.32	5.45	5.60
Hard winter first clear	5.05	5.15	4.45	4.65	5.00
Soft winter short patent	6.10	6.75	6.65	7.00	6.10
Soft winter standard	5.20	6.20	5.00	6.00	5.65
Soft winter straight	5.40	5.80	5.40	5.50	5.45
Soft winter first clear	5.40	5.80	5.40	5.50	5.45
Rye flour, white	4.42	4.55	4.55	4.75	5.01
Rye flour, dark	3.55	3.70	3.55	4.00	4.26
	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	\$7.70	\$7.95	\$7.40	\$7.80	\$7.40
Spring high gluten	6.75	6.85	6.95	6.87	6.85
Spring short	6.40	6.50	6.37	6.47	6.38
Spring standard	6.15	6.25	6.30	6.40	6.18
Spring first clear	6.10	6.25	6.05	6.20	6.03
Hard winter short	6.10	6.25	6.10	6.27	5.93
Hard winter standard	5.90	6.25	6.00	6.10	5.78
Soft winter straight	5.15	5.75	5.17	5.77	5.17
Soft winter standard	4.85	5.05	4.85	4.95	4.85
Rye flour, white	4.85	5.05	4.95	5.05	4.93
Rye flour, dark	4.25	4.43	4.25	4.43	4.25

consolidated net income was \$595,411 after all charges and minority interest. This net income amounts to 74¢ a share and compares with net income of \$598,247, or 74¢ a share for the corresponding 12 weeks of 1949. The board of directors of Purity Bakeries Corp. declared a regular quarterly dividend of 60¢ a share on the common stock of the corporation, payable Dec. 1 to stockholders of record Nov. 16.

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## HIGHER SALES REPORTED BY CONTINENTAL BAKING

NEW YORK—Gross sales of the Continental Baking Co. for the 13-week period ended Sept. 30 have been reported at \$39,211,352.26, compared with \$37,103,480.96 for the comparative period a year earlier. Net income for the period was \$1,575,151.47, compared with \$1,205,941.85 a year earlier.

Sales for the 39 weeks ended Sept. 30 were \$111,534,229.04, compared with \$111,418,807.43 for the similar period a year previous. Net income for the 39-week period amounted to \$3,557,863.49, compared with \$3,768,591.68 a year earlier.

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## 40-WEEK NET REPORTED BY INTERSTATE BAKERIES

KANSAS CITY—Net profit of Interstate Bakeries Corp., Kansas City, after taxes for the 40 weeks ended Oct. 7 was \$1,686,174 compared with \$1,752,054 in the same period in 1949, according to a recent interim report.

Net sales for the first 40 weeks of 1950 were \$42,690,907, against \$42,708,652 in the corresponding period a year ago. The profit indicated was equal, after preferred dividends, to \$4.61 a share of common stock. Last year's profit at this time was equal to \$4.83 a common share outstanding.

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### GENERAL BAKING INCOME

NEW YORK—George L. Morrison, president of General Baking Co., has announced that the estimated net profit of the company for the 39-week period ended Sept. 30 amounted to \$1,787,582, equal to 81.35¢ a common share, after meeting preferred dividend requirements. This compares with an estimated net profit for the corresponding 1949 period of \$1,742,844, or 78.48¢ a common share.

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## FDA REPORTS INDICATE NEED FOR FLOUR CARE

WASHINGTON — Flour storage warehouses operated by wholesale groceries and bakeries are getting the continuing attention of inspectors of the Food and Drug Administration of the Federal Security Agency.

The Food and Drug inspectors were granted authority to extend their inspections to flour and other food products after they had come to rest, if such products had entered into interstate commerce by the terms of the Miller Amendment to the Pure Food, Drug and Cosmetic Act of 1938.

Three recently published issues of "Notices of Judgment Under the Federal Food, Drug and Cosmetic Act" include notices of disposition of nine libel actions instituted since March, 1950.

In only two of the nine cases involving flour were flour mills named in the action, and one of the two concerned a deficiency of vitamin enrichment ingredients. The other action involving a flour mill concerned the sanitary condition of the mill.

The citation included the charge that the product was "prepared and packed under insanitary conditions whereby it may have become adulterated."

In the remaining seven cases, the charge specifically stated, "The article was adulterated while held for sale after shipment in interstate commerce."

The lots of flour involved were small and the flour was for the most part packed in 25- and 50-lb. sacks. Two lots were ordered converted into animal feed and the other lots were ordered destroyed.

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## AMF REPORTS INCREASE IN NINE MONTHS' EARNINGS

NEW YORK—American Machine & Foundry Co. has reported its nine months earning and announced the declaration of a dividend of 20¢ a share on the common stock, payable Dec. 9 to stockholders of record on Nov. 30.

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## UNITED BISCUIT REPORTS PROFIT FOR NINE MONTHS

United Biscuit Co. of America and its subsidiaries have reported net profit of \$3,379,757, equal to \$3.27 a common share, for the nine-month period ended Sept. 30. This compares with \$3,926,880, or \$3.99 a share, for the corresponding period a year previous.

Net profit for the six months ended June 30 was \$2,259,583, equal to \$2.19 a share, compared with \$2,657,907, or \$2.75 a share, for the first half of 1949.

United Biscuit Co. of America has declared an extra dividend of 20¢ and the usual quarterly dividend of 40¢ on the common stock, both payable Dec. 1 to stockholders of record Nov. 14. This brings total payments for the year to \$1.80, compared with \$1.60 payments in 1949.

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## 9-MONTH NET REPORTED BY STANDARD BRANDS, INC.

NEW YORK—Consolidated net income of Standard Brands, Inc., and subsidiaries operating in the U.S. for the first nine months of 1950 amounted to \$8,494,680, equivalent, after preferred dividend requirements, to \$2.49 a share. Joel S. Mitchell, president, has announced. Net income for the same nine months of 1949 was \$6,100,505, or \$1.74 a share. In both periods, 3,174,527 shares of common stock were outstanding.

Net sales of the company and do-

# The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950		Sept. 30, 1950	Nov. 4, 1950
	High	Low	Close	Close
Burby Biscuit Corp.	5 1/4	3 3/4	3 3/4	4 1/4
Continental Baking Co.	19 1/2	14 1/2	17	17
Continental Baking Co., \$5.50 Pfd.	100	95 1/2	95	96
General Baking Co., \$8 Pfd.	12	10	10 1/2	10 1/2
General Baking Co.	166	156	153 1/2	154
Great A. & P. Tea Co.	146 1/4	128 1/2	132 1/2	138
Great A. & P. Tea Co., \$5 Pfd.	137	130	134 1/2	134 1/2
Hathaway Bakeries, Inc.	11 1/2	9 1/2	10	10
Horn & Hardart Corp. of New York	34	32 1/2	32	31 1/2
Horn & Hardart Corp. of New York, \$8 Pfd.	175	158	158	175
National Biscuit Co.	39 1/2	35 1/2	37 1/2	34
National Biscuit Co., \$7 Pfd.	186	181 1/2	186	178 1/2
Purity Bakeries Corp.	34 1/2	30	30 1/2	29 1/2
Sunshine Biscuits, Inc.	63 1/2	55	55 1/2	55 1/2
United Biscuit of America	33	28	30 1/2	30 1/2
United Biscuit of America, \$4.50 Pfd.	111 1/2	106 1/2	111 1/2	108 1/2
Wagner Baking Co.	9 1/2	7	7	6 1/2
Ward Baking Co., Warrants	6 1/2	4 1/2	6	6
Ward Baking Co.	19 1/2	15 1/2	18 1/2	17 1/2
Ward Baking Co., \$5.50 Pfd.	105 1/2	97	105 1/2	104 1/2

Closing bid and asked prices on stocks not traded Nov. 4:

	Bid	Asked
Horn & Hardart Corp. of N. Y., \$5 Pfd.	111	111 1/2
Omar, Inc.	18 1/2	19 1/2
Wagner Baking Co., Pfd.	113	113 1/2

\*Previous close.

mestic subsidiaries totaled \$223,494,477 for the nine months ended Sept. 30, 1950, against \$193,543,776 in the like 1949 period.

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### P. & G. PROFIT UP

CINCINNATI — The Procter & Gamble Co. reported consolidated net profit of \$20,141,005, equal to \$2.09 a share of common stock, for the three months ended Sept. 30, after provisions for U.S. and foreign income taxes of \$15,980,000. This compared with net profit of \$19,737,322, or \$2.05 a common share, for the similar period in 1949.

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## ABA REQUESTS EMBARGO ON CHINESE EGG IMPORTS

CHICAGO—An immediate embargo on all imports of dried eggs from Communist China was requested in a resolution adopted by the board of governors of the American Bakers Assn., meeting in Chicago.

The resolution stated that the dried eggs from China are priced below a competitive domestic level and that the imports result in a "further accumulation of dried eggs by the Commodity Credit Corp. at the expense of the heavily burdened taxpayer."

Formal requests that the board of governors take this action were made at wholesale pie branch and wholesale cake branch meetings during the American Bakers Assn. recent annual convention.

# Pricing Violation by Continental Charged in Ohio

CLEVELAND—The Ohio attorney general, Herbert S. Duffy, has asked the court to issue a cease and desist order against the Continental Baking Co. on the ground that it broke an Ohio anti-trust law by agreeing "to keep the price of bread at a fixed figure, preventing free and unrestricted competition."

Mr. Duffy's first action came a month ago when he threatened to sue several Cleveland bakeries which had increased the price of bread at a fixed figure. As reported in a news story on page 13 of the October issue of The American Baker, Chester F. Spang, general manager of the Spang Baking Co., Cleveland, refuted Mr. Duffy's charges of collusion, counter-charging that the attorney general was "trying to gain political publicity by making this charge."

Notices were reportedly sent to the Continental and Spang firms at that time, as well as to the National Biscuit Co., Ward Baking Co., French Baking Co., General Baking Co. and the Jacob Laub Baking Co., that they were liable to fines for each day the companies continued the violation and that "further action" might be undertaken.

Continental officials were not immediately available for comment.

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### KROGER SALES SET RECORD

CINCINNATI — Highest sales in the history of the Kroger Co. were reported for the four-week period ending Oct. 7, 1950. Sales for the 10th period totaled \$67,213,439, a 14% increase over sales of \$59,114,776 for the same four-week period a year ago.

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## LOWER NINE-MONTH NET REPORTED BY SUNSHINE

NEW YORK—Sunshine Biscuits, Inc., has reported net profit of \$5,242,841 for the nine-month period ended Sept. 30, equal to \$5.13 a share, compared with \$5,680,935, or \$5.56 a share, for the comparative period in 1949. For the six months ended June 30, net profit was \$3,425,104, or \$3.35 a share, compared with \$3,660,389, or \$3.58 a share, in the like period of 1949.

# October Flour Production Shows Decrease from September

Flour mills reporting their production to The Northwestern Miller manufactured 13,737,652 sacks of flour during October. This was a decrease of 583,152 sacks from the September output. The same mills reported production of 15,095,765 sacks during October, 1949, or 1,358,113 more than for the past month. Two years ago the production for October was 16,823,762 sacks and three years ago 18,248,441. Based on the Bureau of the Census production for August, the latest available, mills reporting to The Northwestern Miller in that month made 74% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in October, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 18,565,000 sacks.

	October, 1950	*Previous month	1949	October, 1948	1947
Northwest	3,043,366	3,152,605	3,485,588	3,301,420	4,388,839
Southwest	6,372,826	6,347,237	5,605,454	6,322,878	6,930,021
Buffalo	1,863,934	2,199,913	2,469,790	2,585,573	2,573,890
Central and Southeast	2,271,163	2,388,300	2,438,683	2,697,190	2,694,496
North Pacific Coast	1,186,373	1,234,849	1,093,250	1,416,701	1,661,195
Totals	13,737,652	14,320,804	15,095,765	16,823,762	18,248,441
Percentage of total U.S. output	74	74	72	79	87



# Progress Through Research ABA Goal

## AIB BUILDING DEDICATION FEATURES CHICAGO MEETING

Washington Outlook Discussed at American Bakers Assn.  
Convention at Hotel Sherman—Higher Taxes, Price  
Roll-Back Seen—Enrichment Program Praised

CHICAGO—Continuing progress for the baking industry through cooperation and research was the goal of those attending the 1950 convention of the American Bakers Assn. at the Hotel Sherman here Oct. 13-18. Highlight of the convention was the dedication Oct. 15 of the new American Institute of Baking building at 400 E. Ontario St. Nearly 1,000 members of the baking industry and its allied trades assembled on the institute grounds to witness the dedication ceremonies of the new million-dollar educational and scientific headquarters of the baking industry. The remainder of the activities of the meeting, including four general sessions, were held at the Sherman Hotel which served as convention headquarters.

### Progress Through Research, Education

The general sessions of the convention got under way the morning of Oct. 16 with John T. McCarthy, president of the ABA, calling the session to order and introducing Daniel J. Uhrig, vice president of Purity Bakeries Corp., Chicago, treasurer of the ABA, who reported on the financial status of the association and gave the secretary's report for Tom Smith, executive vice president of the association, who was unable to attend the convention because of illness.

Ralph D. Ward, Drake Bakeries, Inc., Brooklyn, chairman of the association's national affairs committee, spoke on "Our Washington Interest."

Mr. Ward appraised the present economic situation as it affects the commercial baking industry, pointing out that the strength of the industry in the nation's mobilization for defense lies in the "higher type of industry cooperative efforts, such as the Bakers of America Program." Mr. Ward said that the ABA national affairs committee has informed all government officials that the baking industry stands ready to organize task groups to assist in the present emergency.

The speaker envisioned ever-increasing taxes, with a price rollback possible and an excess profits tax set for entry on the books. Some type of price and allocation controls is not unlikely by the spring of 1951, Mr. Ward said.

"The national affairs committee has furnished a task committee to consider the various aspects of the present problem of a shortage of cellulose paper, wood and metal materials used in packaging, some of which are approaching a critical stage," Mr. Ward said that a number of bakers have shifted cellophane from one item to another or have discontinued one item in favor of another, since the cellophane situation has been in "bad shape" for quite a time. The revelation wrap has also been used to conserve cellophane, and some bakers have been using sheets which are more readily available than rolls for machine wrapping. A number of bakers using a large tonnage of cellophane have

### ABA CONVENTION COVERAGE

The American Baker's coverage of the 1950 convention of the American Bakers Assn. in Chicago Oct. 13-18 was handled by the following staff members: Frank W. Cooley, Jr., of Minneapolis; S. O. Werner and Don E. Rogers of Chicago, and Wayne G. Martin, Jr., of New York.

become heavy importers of foreign made cellophane.

The lack of sufficient manpower reserve will soon be one of the baking industry's most serious problems, Mr. Ward said.

Mr. Ward said that the ABA task forces have emphasized that the essentiality of the baking industry de-

serves prime emphasis. The government was reminded that the baking industry is the largest industrial user of grains, milk, sugar, fats and oils, all of which are critical items in time of war. Mr. Ward's groups proposed that any set of regulations to control the baking industry or its products in time of emergency should properly plan to make available to the industry whatever it needs in the way of reasonable requirements to enable it to fulfill its necessary functions. In this connection particular emphasis was applied to ingredients, equipment, expansion of plant capacity, manpower, etc.

The committee recommended that all controls which might be imposed from raw materials to the end product, including wages, manpower and price, should be on a horizontal basis. Any restrictions or limitations to be imposed should be placed on the baking industry as a whole, not merely on one segment of the industry, the committee suggested.

Mr. McCarthy, speaking on the theme "Education and Research Through Our Institute," touched briefly on world problems, national affairs affecting the baking industry, the American Institute of Baking, the 10th anniversary of the enrichment program and the Bakers of America Program.

The Oct. 17 meeting of the ABA would be the 10th anniversary of the first meeting at which vitamin and mineral enrichment was proposed, Mr. McCarthy said. Terming it "the greatest stroke for human nutrition in the history of the world," Mr. McCarthy said the great improvement in bread, "which was made without affecting its palatability or accept-

### ABA REGISTRATION TOTALS 1,380

CHICAGO—Registration for the American Bakers Assn. convention here Oct. 13-18 totaled 1,380, of whom approximately 600 were bakers. This compares with a registration of 1,244 in 1948. Last year's ABA convention was combined with the 1949 Baking Industry Exposition, with a total registration of 13,412.

ability" carries with it a great responsibility.

"The mass nutritional gain expected can only be achieved when every loaf of white bread is enriched to the established levels," the president of the ABA said.

"I earnestly recommend that bakers support every practical effort to achieve the enrichment, with no exceptions, of every loaf which ought to be enriched."

Mr. McCarthy called the last year of the Bakers of America Program its best year, saying that more and more bakers are realizing that something must be "put in" to the industry's program.

"Our market, in spite of declining consumption, is not saturated," Mr. McCarthy said. "No one knows how much the per capita consumption can be increased as people get more respect for our products and take more interest in them."

"The food business through grocery stores in this country is the biggest business in the world, estimated at \$32 billion annually of which our share is probably 10%, and so there is a vast expenditure of which we can get an increased share," Mr. McCarthy said.

After touching briefly on the consumer education and public relations phases of the Bakers of America Program, Mr. McCarthy made several specific recommendations as to the future of the bakers' program.

"In my opinion the unity and dignity this program inspired was a great safeguard in the early post-war years," Mr. McCarthy said. "The shift from a war economy to a post-war economy might easily have brought about grave industry instability."

"I recommend to you that the Bakers of America Program be established as a permanent work of the American Bakers Assn., leaving only the size of the budget and the method of gathering subscriptions to periodic determination. I recommend that the first consideration in such a budget always be the consumer education activity at whatever fixed budget level is deemed appropriate to assure no break in the continuity of the work."

In concluding his address, Mr. McCarthy said that his talk focused on three great activities which the ABA is sponsoring:

The vitamin and mineral enrichment of bread and the celebration of its 10th anniversary.

The fulfillment of the scientific commission of the American Institute of Baking.

The development of the Bakers of America Program.

"These are the programs of an industry at new peaks of business growth—with no limit yet in sight," Mr. McCarthy said. "We are proud to believe our spiritual and moral

## John T. McCarthy Chairman, Karl E. Baur President of ABA

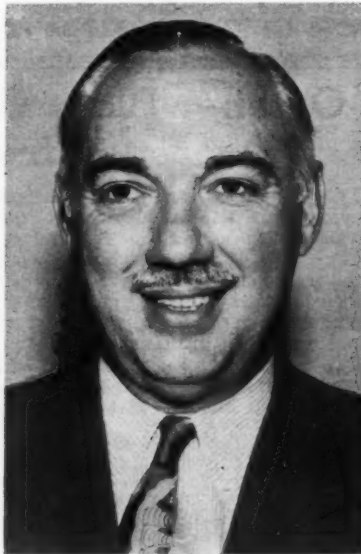
CHICAGO—John T. McCarthy, Jersey Bread Co., Toledo, was elected chairman of the board and Karl E. Baur, Liberty Baking Co., Pittsburgh, was elected president of the American Bakers Assn. during the annual convention of the group here.

Daniel J. Uhrig, Purity Bakeries Corp., Chicago, was reelected treasurer. J. Roy Smith, Smith's Bakery, Inc., Mobile, was elected first vice

(Continued on page 66)



John T. McCarthy  
ABA Chairman



Karl E. Baur  
ABA President



values and sense of social responsibility has grown apace with our material growth, and these programs prove it."

"We have inaugurated a brave new world of industrial unity now that every baker respects every other baker and we shall all have the goodwill of every businessman in our own cities. Let us shun wasteful competitive practices so as to constantly improve the value we offer the public. Let us announce the era of harmony and good-will in the baking industry."

During the morning session Oct. 16, tribute was paid to the two leaders of the American Bakers Assn. who died after obtaining the highest ABA offices.

Mr. Uhrig paid tribute to M. Lee Marshall, former chairman of the board of the Continental Baking Co. and chairman of the American Bakers Assn. A memorial address on the death of Eugene K. Quigg, former head of the Richmond (Ind.) Baking Co. and president of the American Bakers Assn. until his death last spring was given by Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis. An engraved scroll eulogizing Mr. Marshall was presented on behalf of the ABA by President McCarthy to Raymond K. Stritzinger, Continental Baking Co., New York, to be delivered by Mr. Stritzinger to Mr. Marshall's family.

#### 1951 CONVENTION OF ABA PLANNED FOR CHICAGO

CHICAGO—The American Bakers Assn. has voted to return to Chicago for its 1951 convention beginning Sunday, Oct. 14. The decision was made at the Oct. 13-18 meeting of the association at the Hotel Sherman here.

The memorial scroll for Mr. Quigg was given to J. R. Quigg, brother of the former president and also an official of the Richmond Baking Co.

Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, former chairman of the American Bakers Assn., and Arthur Vos, Jr., Macklem Baking Co., Inc., Denver, former president of the ABA, were honored during the morning session with badges for the past presidency and the past chairmanship. Mr. Vos, detained in Denver by illness in his family, will receive his scroll and badge from Mr. Zinsmaster, who accepted them on his behalf.

Henry Stude, Purity Bakeries Corp., Chicago, past president of the ABA, was honored with an honorary life membership in the American Bakers Assn. Gordon Smith, Smith's Bakeries, Inc., Mobile, Ala., read the resolution which awarded the honor to Mr. Stude and received unanimous approval of the action by the membership of the ABA.

George H. Coppers, president of the National Biscuit Co., New York, was the final speaker on the morning session with his address on "Progress Through Research and Education."

"Research is a manifestation of dissatisfaction with things as they are," Mr. Coppers said.

"The pace or tempo of research is stepping up. Our industry, if it is to keep its competitive position, must be prepared to step up, too. There has been an amazing growth of research in America in recent years."

Mr. Coppers thought there are several things that the baking industry could be dissatisfied with: Between 1940 and 1949 the per capita consumption of flour in this country decreased 12%. Flour is our principal raw material, Mr. Coppers pointed out, adding that the industry cannot

today write a specification for flour which will guarantee the manner in which it will perform in production.

"Of course, we test for protein, ash, color and viscosity, and we run a Farinograph curve," Mr. Coppers said—and then we hope it will work out all right. "Our industry is badly in need of a more satisfactory measure of flour quality. That is the sort of thing we shall get from research."

Mr. Coppers enumerated several more opportunities for research, such as staleness and rancidity and an incomplete knowledge of fermentation. Baking, mixing, packaging, materials handling, and marketing procedures can all be improved by research, and there is much to do, Mr. Coppers concluded.

#### Bakers' Program Plans Outlined

A presentation of past accomplishments and future plans for the Bakers of America Program were featured during the entire afternoon general session Oct. 16. John T. McCarthy, Jersey Bread Co., Toledo, and the president of the American Bakers Assn., got the program under way with the discussion of "Education and Research—Through the Bakers of America Program." Mr. McCarthy pointed out particularly the value of getting information on the quality of baked products to the consumer.

The effectiveness of such a program as the Bakers of America Program can be multiplied many times by a proper merchandising follow-up at the point of sale, using material such as that available through the bakers' program, Mr. McCarthy said.

Walter Hopkins, director of the Bakers of America Program, outlined the consumer advertising planned by the Bakers of America Program for 1951, saying that more promotional material is being used by the individual baker and that magazines and producers of allied

(Continued on page 23)

### ABA Convention Sidelights

As has become the custom at the annual convention of the American Bakers Assn., the president's reception was one of the social highlights of the meeting. It was held in the Grand Ballroom of the Sherman Hotel on the afternoon of Oct. 15, with John T. McCarthy, Jersey Bread Co., Toledo, president of the association, acting as host.

One of the extra-curricular highlights of the American Bakers Assn. convention was the appearance in Chicago during the convention of the Ice Follies Revue. A 4-page color brochure put out by the Ice Follies management told show-goers not to miss the "Bakers Treat," pointing out that this year the Ice Follies is saluting the baking industry with a "charming episode that brings to life all of the tasty sweetmeats from the bakery shelves." Many of the visiting bakers, allied tradesmen and their wives attended the Ice Follies show at the Chicago arena during their stay in Chicago.

A window display of the Office Equipment Co. of Chicago featured the dedication of the new American Institute of Baking building. The furnishing of the executive offices, conference rooms, library and class



AT ENRICHMENT LUNCHEON—Members of the baking and milling industries and scientists from throughout the U.S. attended a luncheon in Chicago during the recent convention of the American Bakers Assn. to mark the 10th anniversary of the launching of the bread enrichment program, which was characterized as "the greatest single public health measure ever undertaken." Left to right in the illustration above are John T. McCarthy, Jersey Bread Co., Toledo, now chairman of the ABA; Dr. Frank L. Gunderson, Pillsbury Mills, Inc., Minneapolis; Dr. C. H. Bailey, director, Minnesota Agricultural Experiment Station, University of Minnesota, St. Paul, and Dr. G. M. Dack, director of the Food Research Institute of the University of Chicago.

### Dedication of New AIB Building a Highlight of ABA Convention

CHICAGO—One of the highlights of the 1950 convention of the American Bakers Assn. in Chicago Oct. 13-18 was the dedication Oct. 15 of the new American Institute of Baking building at 400 E. Ontario St.

Nearly 1,000 members of the baking

EDITOR'S NOTE: A feature article reviewing the history of the American Institute of Baking and describing its new facilities appeared on pages 17, 18 and 19 of the October issue of The American Baker.

industry and its allied trades assembled on the institute grounds to hear Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president and chairman of the institute; Gerard R. Williams, Williams Baking Co., Scranton, Pa., president of the American Bakers Foundation; John T. McCarthy, Jersey Bread Co., Toledo, president of the American Bakers Assn.; John P. Garrow, Chapman & Smith Co., Chicago, president of the Allied Trades of the Baking Industry; Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., president of the Bakery Equipment Manufacturers Assn., and Harry L. Wells, vice president of Northwestern University, who gave the dedication address in the absence of Dr. J. Roscoe Miller, the university's president.

Mr. Caster, in his introductory address, said the completion of the institute building offers a "challenge to all of us who have had a part in its erection."

"The increasing mechanization of the baking process may be a justified cause for some instruction and short courses to be offered in problems having to do with proper maintenance and operation of equipment," Mr. Carter said. "Such a course could be tailored to meet the needs of men superintending shops who would like to improve their knowledge of the whole subject of modern baking equipment, electrical and air controls. The laboratories of the institute will

rooms of the new building was planned by Catherine McCullough, design director of Office Equipment Co.

W. H. Hauck, a past president of the American Society of Bakery Engineers and formerly in the baking business in St. Louis, is taking it easy for a few months, returning from a several months' pleasure trip to the West Coast just a week before the convention.

The entire staff of the American Institute of Baking was most cooperative throughout the convention, assisting at the various meetings held in the new AIB building and also available at the convention hotel for whatever information was requested of them by the ABA registrants.

A press conference and luncheon was held by the American Institute of Baking at the Pearson Hotel, Chicago, Oct. 12. Representatives of the trade press, local newspapers and magazines were in attendance. Following luncheon, Mary Kinnavey Moore, AIB director of publicity, introduced Howard O. Hunter, executive vice president, who reviewed the founding and growth of the institute.

(Continued on page 18)

(Continued on page 24)



**AT THE ABA CONVENTION**—During the first general session of the American Bakers Assn. convention at the Hotel Sherman in Chicago recently, Daniel J. Uhrig, vice president, Purity Bakeries Corp., Chicago, and treasurer of the ABA, gave his report on the financial standing of the association. Mr. Uhrig is shown in the illustration at the left above. In the center illustration, Victor E. Marx, American Dry Milk Institute, Inc., Chicago, and secretary of the American Society of Bakery Engineers, discusses the history of the ASBE during the engineers' portion of the ABA convention, while Don F.

Copell, left, Wagner Baking Corp., Newark, and ASBE president, awaits his turn to address the conventioners. In the background is Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, who acted as chairman of the session. In the illustration at the right, Dr. Conrad A. Elvehjem, dean of the graduate school, College of Agriculture, University of Wisconsin, Madison, speaks before the combined membership of the ABA and the American Institute of Baking during the final general session of the convention on "Bread and Research."

## John P. Garrow Reelected Head of Allied Trades Association

CHICAGO—John P. Garrow, Chapman & Smith Co., Chicago, was elected president of the Allied Trades of the Baking Industry for his second term at the annual luncheon meeting held here Oct. 17 during the 1950 convention of the American Bakers Assn.

All officers were reelected. Frank J. Torrens, Brolite Co., New York, was reelected vice president, and Claude A. Bascombe, Standard Brands, Inc., New York, was reelected secretary-treasurer.

Remaining on the executive committee are C. H. Bollinger, Kansas Flour Mills Co., Reading Pa.; Carl W. Steinhauer, Union Steel Products Co., Albion, Mich.; Harry C. Lautensack, General Mills, Inc., Buffalo, and Jack U. Lemmon, Jr., Doughnut Corporation of America, New York.

The Allied Trades 30th anniversary was celebrated at this luncheon meeting, and featured on the program were Gordon Smith, Smith Bakery, Mobile, Ala., one of the originators

of the allied trades association idea, and John Burns, retired flour man from Evansville, Ind., the oldest living past president of the association.

Following the luncheon Paul Clissold, Bakers Helper, Chicago, led the singing of the Star Spangled Banner, accompanied by Harold Snyder, Bakers Helper, at the piano.

A surprise portion of the program saw B. E. Godde, Godde's Pastry Shoppe, Battle Creek, Mich., decorated with a lei by Fran Allison, radio and television singing star, thanking him for his work at various veterans' hospitals.

Mr. Garrow in his president's report said that a new record of membership had been set at about 1,400. Mr. Bascombe reported that 15 members of the allied trades had died during the past year, and members observed a moment of silence in their memory.

J. U. Lemmon, Jr., spoke briefly on the allied trades' part in the American Institute of Baking. Following

the report of the nominating committee, given by Frank J. Bergenthal, Brolite Co., Chicago, chairman of the committee, Philip W. Orth, Jr. Ph. Orth Co., Milwaukee, of the ATBI program committee, introduced Fred Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., who entertained the members for a few minutes.

Featured on the speaking program was Edward McFaul, who spoke entertainingly on the little quirks and foibles that can plague those living in modern society. Enlivening his talk with humorous anecdotes, Mr. McFaul pointed out that many abnormalities which people fear are really very normal.

Following the meeting, Mr. Smith cut the allied trades 30th anniversary cake, which had been prepared by the Wilton School of Cake Decorating in cooperation with Chapman & Smith Co., Chicago. None of the cake was eaten, however, being sent to St. Vincent's Orphan Home in Chicago.

Members of the Allied Trades of the Baking Industry had held a business meeting in classroom No. 1 of the new American Institute of Baking building Oct. 16. Milton Petersen, P. F. Petersen Baking Co., Omaha,

vice president of AIB's board of directors, presided. Mr. Lemmon gave a report on the allied trades' work with the institute and the new building.



John P. Garrow



**AT THE ABA CONVENTION**—During a general session of the American Bakers Assn. convention in Chicago recently, two leaders of the baking industry who died this year were honored at memorial services in their memory. At the left above, Daniel J. Uhrig, Purity Bakeries Corp., Chicago, delivers a memorial scroll eulogizing M. Lee Marshall, former chairman of the ABA, and chairman of the board of the Continental Baking Co., to R. K. Stritzinger of Continental, while J. R. Quigg, Richmond (Ind.) Baking Co., receives a scroll from Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., who delivered the memorial address honoring Eugene K. Quigg, recently-

deceased ABA president and president of the Richmond Baking Co. In the center illustration, Ralph D. Ward, Drake Bakeries, Inc., Brooklyn, John T. McCarthy, Jersey Bread Co., Toledo, chairman of the ABA, and George H. Coppers, president of the National Biscuit Co., New York, and ABA keynoter, look over the booklet commemorating the new American Institute of Baking building. At the far right, Gordon Smith, Smith's Bakeries, Mobile, Ala., is shown as he proposed to the ABA membership that Henry Stude, retired executive of the Purity Bakeries Corp., Chicago, be awarded an honorary life membership in the American Bakers Assn.





**AT THE ABA CONVENTION**—Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., president of the Bakery Equipment Manufacturers Assn., addresses the crowd at the dedication of the new American Institute of Baking building during the recent American Bakers Assn. convention in Chicago. At Mr. Steinhauer's left, awaiting their turn on the rostrum, are L. E. Caster, Kelg-Stevens Baking Co., Rockford, Ill., president of the AIB and chairman of the ceremonies; Peter Pirrie, Bakers Weekly, New York; John P. Garrow, Chapman & Smith Co., Chicago, president of the Allied

Trades of the Baking Industry, and Gerard R. Williams, Williams Baking Co., Scranton, Pa., president of the American Bakers Foundation. Gordon Smith, Sr., Smith's Bakeries, Mobile, Ala., is shown in the center picture as he prepares to cut the 30th anniversary cake of the ATBI at the group's luncheon meeting during the ABA convention, and at the right Mr. Garrow honors B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., on behalf of the allied trades for his work in veterans' hospitals, while Edward McFaul, featured speaker at the allied trades' luncheon, looks on.



**AT THE ABA CONVENTION**—At the left in the illustration above is shown the overflow crowd that attended the dedication ceremonies for the new building of the American Institute of Baking which highlighted the annual convention of the American Bakers Assn. in Chicago recently. In the center picture are shown four of the medical and nutrition experts chatting at the nutrition luncheon held during the convention to mark the 10th anniversary of the founding of the bread enrichment program. Left to right, they are: Dr. Paul de Kruif, noted writer on medical subjects; Dr. Thomas Parran, former Surgeon-General of the U.S., now with the University of Pittsburgh; G. Cullen Thomas, General Mills, Inc., Minneapolis, and Dr. Tom Spies, Hill-

man Hospital Nutrition Clinic, Birmingham, Ala. At the far right, Joanne and Joyce Scotfold, twin stars of the Ice Follies of 1950, pass out doughnuts to baking officials viewing the ice show, which played in the Chicago Arena during the ABA convention and featured the "Bakers' Treat," a production number publicizing bakery products. Sampling the doughnuts and appreciating the show are Walter Hopkins, director of the Bakers of America Program, Chicago, Louis Dudd, Dudd's Bakery, Pittsburgh, president of the Associated Retail Bakers of America; William E. Maier, Maier's Bakery, Reading, Pa.; Philip Talbot, U.S. Department of Agriculture; H. J. Patterson, Pillsbury Mills, Inc., Minneapolis, and Milton Petersen, P. F. Petersen Baking Co., Omaha.



**AT THE ABA CONVENTION**—The young men's session, a feature of the recent convention of the American Bakers Assn. in Chicago, gave rising young men of the baking industry an opportunity to discuss problems of the industry with an eye to future progress. In the illustration at the left above, the speakers on the young men's program are shown with two of the executives who have helped promote the industry for many years. Left to right:

Lloyd D. Feuchtenberger, Feuchtenberger Bakeries, Bluefield, W. Va.; Richard Worland, Detzens Bakeries, Kokomo, Ind.; Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth; R. K. Stritzinger, Continental Baking Co., New York; Harry Shipley, Jr., Shipley Baking Co., Fort Smith, Ark., and Arthur Trausch, Trausch Baking Co., Dubuque, Iowa. In the illustration at the right, Mr. Worland uses a life-size cutout in his talk on sales training.



## ABA Convention Sidelights

(Continued from page 15)

**Louis E. Caster**, Keig-Stevens Baking Co., Rockford, Ill., president of the AIB, told of the institute's aims and program. Following the luncheon the press representatives were taken through the new institute building with Mr. Hunter and other staff members describing the various departments.

In honor of the 30th anniversary of the Allied Trades of the Baking Industry, a gold ribbon bearing the ATBI seal and the words "30th Anniversary" was made available at the allied trades registration desk to be attached to the regular convention badge of those qualified to wear it by virtue of their ATBI membership.

Throughout the convention, the **Wagner Baking Corp.** had a huge pie on display in the lobby of the Sherman Hotel. Weighing over 100 lb. and containing 2 bu. apples, the pie was later donated to St. Vincent's orphan home in Chicago.

**Pillsbury Mills, Inc.**, staged a party the morning of Oct. 17 in its Sherman Hotel quarters to introduce its new "Apple 'n' Spice" doughnuts and the recognition of the American Bakers Assn. convention in Chicago by **Arthur Godfrey** in his morning broadcast. Mr. Godfrey paid special tribute to the baking industry and noted audience acceptance of the "Apple 'n' Spice" doughnut. An open house that morning, with the program piped into the Pillsbury suite enabled many of the convention visitors to hear the Godfrey broadcast.

The usual annual bakers' party and dinner dance, social highlight of the American Bakers Assn. convention was held in the grand ballroom of the Hotel Sherman Oct. 17. Many members of the baking industry and their wives attended the affair, with the banquet being served at 7:30 p.m., and dancing continued until 1 a.m.

The retail branch session, scheduled for the afternoon of Oct. 17, was canceled because of a conflict with the anniversary luncheon of the Allied Trades of the Baking Industry and because of an inadequate attendance. Slated to speak on the program were **Louis Dudd**, Dudd's Bakery, Pittsburgh, president of the Associated Retail Bakers of America; **Gertrude Austin**, American Institute of Baking, Chicago; **Dr. Edward L. Holmes**, director of the sanitation department of the AIB, Chicago; **Harvey J. Patterson**, Pillsbury Mills, Inc., Minneapolis, and **Walter M. Jennings**, executive secretary of the ARBA. The AIB service to the retail baker, the present national emergency as it affects the retail baker, and information on building sales and quality in the retail bakeshop were to have been covered in the session.

**Robert Quinlan**, field merchandising representative for the Bakers of America Program, Chicago, celebrated his eighth wedding anniversary Oct. 17 during the American Bakers Assn. convention.

A number of allied trades firms, with many of their representatives present at the Chicago convention of the American Bakers Assn., took oc-

casions to hold sales conferences of their own staffs. Most of these conferences were held the afternoon of Oct. 15, prior to the dedication of the new building of the American Institute of Baking.

More than 20 representatives of the younger group in the baking industry attended a young men's luncheon at the Sherman Hotel Oct. 18. Bakers, allied tradesmen and trade press representatives who fulfilled the organization's qualifications of being under 36 years of age attended the meeting, at which time plans were laid for expanding the activities of the

young men in the American Bakers Assn. and developing further programs in which these young men might help the baking industry as a whole and train themselves for future positions of responsibility. **Lloyd D. Feuchtenberger, Jr.**, general manager of the Feuchtenberger Bakeries, Bloomfield, W. Va., was one of the guiding lights of the meeting, assisted by **Joseph Biety** and **John Master-son** of the American Bakers Assn. staff.

At the end of the ABA convention, **Gertrude Austin**, chief nutritionist of the consumer service department

of the American Institute of Baking, and **Margaret Delaney**, nutritionist in the department, went to Washington to attend the meeting of the American Dietetics Assn.

The board of governors of the American Institute of Baking held a meeting at the Drake Hotel in Chicago immediately following the annual convention of the American Bakers Assn.

His many friends were pleased to see **J. U. Lemmon, Jr.**, vice president of the Doughnut Corporation of America, New York, and former pres-

# Fleischmann's Yeast...

For the finest fermentation—  
the kind that helps you  
make better products to  
build business, use  
Fleischmann's Yeast.

**MAKE IT BETTER—SELL MORE OF IT.** Yes, the way to increase sales is to bake better products. That means you'll want the dependability and uniformity of Fleischmann's Yeast to assure you the finest fermentation.

It is constant improvement over the years that has made today's Fleischmann's Yeast the finest for fermentation that you can buy. And, at every stage—during manufacture and delivery—Fleischmann carefully protects the high quality of its product.

This year, as for over 80 years, the makers of Fleischmann's Yeast will devote every effort towards safeguarding

**fermentation—your business and our business.**



# Fleischmann's

ident of the Allied Trades of the Baking Industry, looking so well at the convention following his recent illness. Mr. Lemmon came to Chicago with the delegation from New York.

Arthur Vos, Jr., Macklem Baking Co., Denver, a governor of the American Bakers Assn., was unable to attend the meeting because of illness in his family.

The group returning to New York from the Chicago convention was on one of the New York Central trains caught behind a train wreck at Oneida, N.Y., and arrived in New

York 12 hours late—at 8:30 in the evening instead of that hour in the morning. The train was stalled out in the country, so it was impossible to get messages off for several hours, resulting in many unexplained broken appointments. Food gave out at lunch time, soda early in the afternoon, and Scotch barely managed to limp into Grand Central. Innumerable bridge games helped to pass away the hours of waiting.

Two "old timers" were missed during the first few days of the convention due to illness. These were Tom Dillon, Ekco Products Co., and

Jack Blaisdell, Wisconsin Dried Egg Co. However, they did get to the Sherman Hotel on Tuesday and received a warm welcome from their many friends in the industry.

The Bakers Club of Chicago, which has its quarters on the mezzanine floor of the Sherman Hotel, held open house all during the convention. Mrs. Louise Buell, the manager, and her associates were on the job all during the convention period, and rendered numerous services for everyone. There always was a plentiful supply of doughnuts and other sweet goods in the clubrooms, which were

furnished by local bakers as well as a number of allied companies.

Members of the Bakers Courtesy Club of Chicago again rendered valuable service during the convention. J. D. Faulds, Faulds Oven & Equipment Co., was chairman of the information desk, which operated from 8 a.m. until 5 p.m. each day. George Siml, Siml & Sowles, was in charge of the ushers, who worked at all business sessions in the grand ballroom. Other members served on committees for the president's reception Sunday afternoon, at the dedication services of the American Institute of Baking Building, at the allied meeting of members at the AIB on Monday and also at the wholesale cake and bread sessions on Friday and Saturday. John T. McCarthy, chairman of the ABA, said the "Ask Me" men did an excellent job in helping to get the bakers to the various meetings.

Harry Schultz, sales representative of Ekco Products Co., had a very unpleasant experience as he fell asleep one night with a lighted cigarette and woke up to find his room ablaze. He suffered from burns, and his room was totally destroyed. He was taken to a hospital but was released in a short time.

Members of the Bakers Courtesy Club of Chicago manned a desk for the Allied Trades of the Baking Industry, giving special badges to all members of this organization. During the convention they also took in nearly 100 applications for ATBI membership.

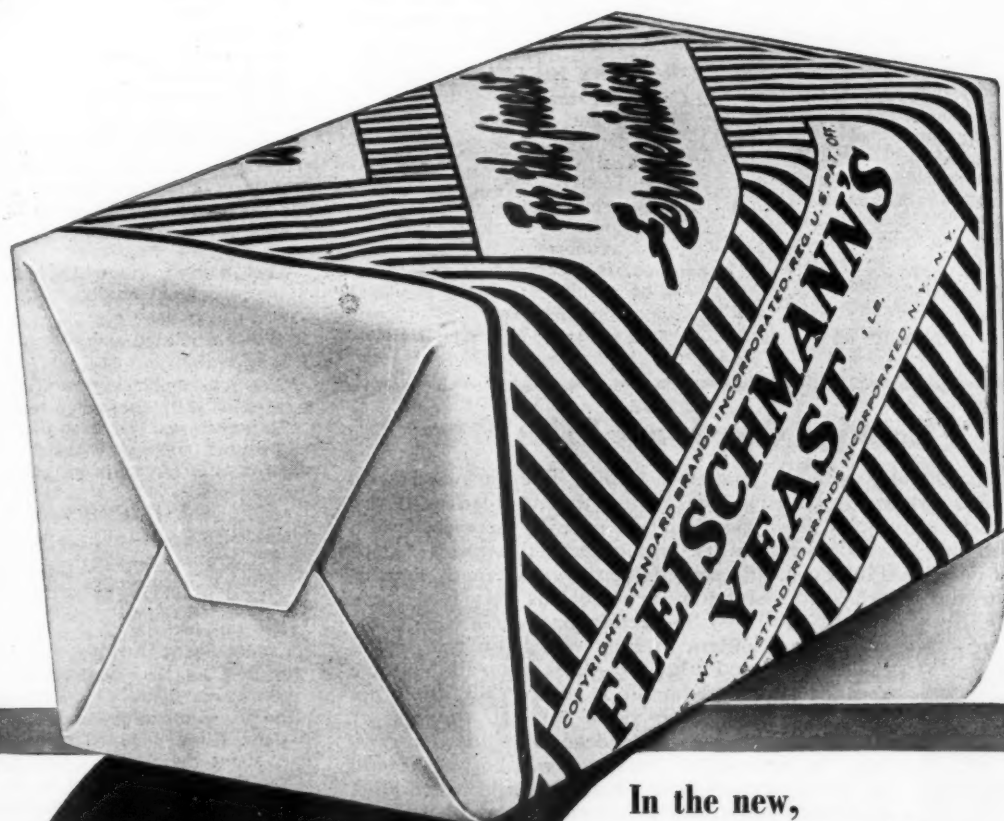
The information desk at the convention was handled with the usual efficiency by the Chicago Bakers Courtesy Club. This is a service that invariably adds to the effective operation of the convention.

Due to the many pre-convention conferences, the number coming out to Chicago from New York on the special train was smaller than usual. Arrangements for this trip were made by Claude A. Bascombe, Standard Brands, Inc., and secretary-treasurer of the Allied Trades of the Baking Industry. The group traveled over the New York Central Railroad, and Mr. Bascombe arranged for a large number to return home over the same railroad.

An attractive booklet, published in connection with the dedication ceremony of the new building of the American Institute of Baking, held in Chicago Oct. 15, was issued at that time. The booklet gave a complete history of the Institute, as well as a prospective of its present and future functioning. It was prepared under the supervision of the "souvenir booklet committee," composed of Peter G. Pirrie, Bakers Weekly, New York, chairman; Wayne G. Martin, Jr., The American Baker, New York; Paul Clissold, Bakers' Helper, Chicago, and Clifford W. Webster, Bakers' Review, New York.

Due to the many pre-convention conferences, those attending the convention of the American Bakers Assn. from the East left for Chicago at different times, with the result that the New York Special was the only one of that kind arranged for the convention. New England and Pennsylvania bakers and allied tradesmen did not come to the convention as a group.

# For Finest Performance



In the new,  
bright blue-and-white  
striped wrapper

**Yeast** — always *"busy"* in the dough...  
**NEVER FLASHY...NEVER SLOW!**



# Spark Your Holiday Sales with Cookies

## SPRITZ COOKIES

**Cream together:**  
2 lb. 8 oz. powdered sugar  
2 lb. butter  
3 lb. puff paste margarine  
½ oz. ammonia  
Almond extract to suit

**Add:**  
12 oz. whole eggs

**Sift and mix in:**  
8 lb. cake flour

These cookies must be made with a "Spritz" gun using a star tube. After running them out into various shapes, allow them to stand around for five or six hours before baking. Pieces of cherries or nuts may be placed on them before baking. Bake at about 360° F.

## HOLIDAY KISSES

**Beat together until light:**

1 pt. egg whites  
3 lb. powdered sugar  
¼ oz. cream of tartar  
¼ oz. salt

**When beaten stiff, add:**  
Vanilla to suit

Run out into various shapes on lightly greased and dusted pans. Then sprinkle red or green colored sugar or macaroon coconut on top immediately. Allow the kisses to dry in a warm, dry place. If desired, they may be baked in a cool oven (about 225° F.).

Note: The kiss mixture may be colored red or green if desired.

## ST. NICHOLAS COOKIES

**Cream together:**  
1 lb. 8 oz. granulated sugar  
1 lb. 8 oz. brown sugar  
½ oz. nutmeg  
¾ oz. cinnamon  
¼ oz. cloves  
¼ oz. cardamom  
½ oz. allspice  
½ oz. salt  
1 lb. 8 oz. butter  
¼ oz. soda

**Add:**  
8 oz. yolks

**Stir in:**  
8 oz. milk

**Sift, add and mix in until smooth:**  
5 lb. pastry flour

**Then add and mix in:**  
2 lb. 8 oz. blanched almonds (chopped)

Allow the dough to rest overnight. Then take pieces of this dough and press them into boards having a Santa Claus figure carved in them. Trim the dough and then place the pieces on lightly greased pans. Bake at about 360° F. When baked glaze with either a glucose or gum arabic wash.

Note: The boards can be purchased from your bakery supply house. The carved figures can be obtained in various sizes from 4 in. up to 18 in. or more in length.

## PEPPER NUTS

**Bring to a boil and allow to cool:**  
3 lb. 8 oz. honey  
8 oz. water

**When cool, add:**  
½ oz. ground anise seed  
¼ oz. black pepper  
¼ oz. soda  
¾ oz. ammonia  
¼ oz. cloves  
½ oz. salt

**Stir in:**  
2 whole eggs

**Sift and mix in until smooth:**  
5 lb. pastry flour

Roll the dough into small pieces

## Energetic Merchandising and a Quality Product Can Combine as a Formula for Profit

☆ ☆  
**By A. J. Vander Voort**  
**Technical Editor**  
**The American Baker**  
☆ ☆

about one half as large as a walnut. Place on lightly greased pans and bake in a cool oven at about 325° F. After baking, place the peppernuts in a hand mixing bowl.

**Then boil to 240° F.:**  
3 lb. granulated sugar  
12 oz. water

As soon as the desired temperature is reached, pour the syrup over the pepper nuts and stir with a wooden paddle until the sugar grains. Then roll the pepper nuts in powdered sugar.

## CHRISTMAS ICE BOX COOKIES

**Cream together:**  
2 lb. brown sugar  
1 lb. butter  
8 oz. puff paste margarine  
1 oz. soda  
½ oz. salt

**Add:**  
6 oz. whole eggs  
Vanilla to suit

**Then add:**  
3 lb. pastry flour

**Mix in:**

1 lb. 8 oz. chopped almonds  
1 lb. 8 oz. chopped red or green glace cherries

After the dough is made, fill cake pans 8 by 14 by 2 in. with the dough and allow to chill in a refrigerator. When chilled, remove the dough from the pans and cut in half the long way. Then cut into pieces of desired thickness, 4 in. long and 2 in. wide. Place on lightly greased pans and bake at about 360° F.

## HOLIDAY HONEY COOKIES

**Cream together:**

10 oz. sugar  
¾ qt. honey  
¼ oz. salt  
1¼ oz. soda  
½ oz. ground anise seed  
¼ oz. ground cardamom seed  
¼ oz. ammonia  
¾ oz. cinnamon  
¼ oz. allspice

**Add gradually:**  
8 oz. whole eggs

## Cookies Can Spark Sales

**C**OOKIES of all types are profitable items. They are in steady demand. Around the holiday season this demand can easily be stepped up by producing the types that are usually associated with the time of the year. Youngsters are undoubtedly the greatest consumers of cookies. However, they are also enjoyed by many grown-ups. From the baker's standpoint they are ideal as they have "eye appeal" and can be readily packaged. Stales are seldom a problem as they will keep reasonable length of time. Holiday cookies generally require somewhat more labor in order to "doll" them up. This "dolling" up is done through the use of glazed fruits, icings, nuts, coconut, colored sugars, etc. The time spent doing this will be well repaid as "sales appeal" and "taste appeal" are added. Both very important factors in the merchandising of these products.



A. J. Vander Voort

● It is essential that these types of cookies are properly baked. Over-baking will harm their fine flavor.

● They should be displayed in the windows and showcases. Attention will be drawn to them by their unusual and novel shapes and also the bright colors produced by the various toppings.

● In order to speed up sales, many of these cookies may be packaged in cellophane bags or other containers of various types. This will eliminate the weighing or counting of these cookies while the customer is waiting. This can be done by the sales force during the slack time of the day. Both the baker and purchaser will be pleased by the procedure.

**Stir in:**

4 oz. milk

**Sieve and mix in:**

3 lb. 12 oz. pastry flour

**Then add and mix in until smooth:**  
4 oz. melted butter

Roll the dough out to about ¼ in. thickness. Then cut out various shapes using holiday cutters (Santa Claus, turkey, Christmas tree, etc.). Place on lightly greased pans and bake at about 350° F. When baked and cool, decorate them with Royal icing.

**Beat together on medium speed until light:**

5 lb. powdered sugar  
1 lb. egg whites  
¾ oz. cream of tartar

Keep the icing covered with a damp cloth as it hardens readily.

## PFEFFERNUESSE

**Cream together:**

3 lb. 8 oz. invert syrup  
3 lb. 8 oz. corn syrup  
1 lb. shortening

**Add:**  
8 oz. whole eggs  
Anise oil to suit

**Sift together, add and mix until smooth:**

½ oz. cinnamon  
¼ oz. allspice  
¼ oz. cloves  
¾ oz. soda  
½ oz. baking powder  
½ oz. ammonia  
4 lb. 8 oz. bread flour  
3 lb. 4 oz. cake flour

**Procedure:** Divide the dough into pieces. Roll into bars and cut into small pieces about the size of a walnut. Round up and place on lightly greased pans. Bake in a cool oven about 325° F.

After baking, place the pfeffernuesse in a hand mixing bowl.

**Then boil to 240° F.:**

3 lb. granulated sugar  
12 oz. water

As soon as the desired temperature is reached, pour the syrup over the pfeffernuesse and stir with a wooden paddle until the sugar grains. Then roll the pfeffernuesse in powdered sugar.

## ANISE DROPS

**Beat until light:**

3 lb. granulated sugar  
2 lb. 8 oz. whole eggs  
½ oz. salt

**Then mix in:**

Anise flavor to suit

**Sift and fold in carefully:**  
3 lb. cake flour

Then drop out on greased and dusted pans, using a No. 8 plain round tube, about the size of a half dollar. Allow the pans to stand in a dry, warm place overnight. Then bake at about 325° F.

Note: If desired, 1½ oz. fine ground anise seed may be used to replace the anise flavor, however, the appearance of the anise drops will not be as appetizing.

## CHRISTMAS STARS (GOLDEN)

**Cream together:**

2 lb. powdered sugar  
5 lb. butter

**Then mix in until smooth:**  
6 lb. bread flour

**Then add and mix in:**  
1 lb. 2 oz. egg yolks  
Vanilla to suit

Run out with a canvas bag and star tube on lightly greased and dust-



ed pans. Sprinkle red or green colored sugar on top. Bake at about 360° F. on double pans.

Note: Nonpareil may be used instead of colored sugar if desired. If it is not desired to use either colored sugar or nonpareil, pieces of green or red glaze cherries may be placed in the center of the stars before baking.

#### CHRISTMAS STARS (DARK)

##### Cream together:

- 2 lb. powdered sugar
- 5 lb. butter
- 1 lb. cocoa
- ½ oz. soda
- Vanilla to suit

##### Sieve and mix in:

- 5 lb. bread flour

##### Then add and mix in:

- 1 lb. 4 oz. whole eggs

Run out with a canvas bag and star tube on lightly greased and dusted pans. Sprinkle red or green sugar on top. Bake at about 360° F. on double pans.

Note: Nonpareil may be used instead of colored sugar if desired. If it is not desired to use either colored sugar or nonpareil, pieces of green or red glaze cherries may be placed in the center of the stars before baking.

#### BAVARIAN LEBKUCHEN

##### Place in a mixing bowl:

- 3 lb. honey
- 4 oz. whole eggs
- 4 oz. granulated sugar
- 4 oz. shortening
- 4 oz. chopped citron
- 4 oz. chopped walnuts
- 4 oz. chopped cherries
- ½ oz. cinnamon
- ½ oz. allspice
- ½ oz. ginger
- ½ oz. ground anise
- ½ oz. ground coreander
- 1 oz. salt

##### Mix together thoroughly and add:

- 12 oz. water
- 1½ oz. soda
- ¼ oz. ammonia

Mix the above together on slow speed for about two minutes, then add and mix until smooth:

- 2 lb. bread flour
- 2 lb. 6 oz. cake flour

Allow the dough to rest for about two hours. Roll out to about ¼ in. thickness and cut into bars 2 by 3½ in. Place on lightly greased pans and bake at about 350° F.

When cool, ice the lebkuchen with the following icing.

#### Lebkuchen Icing

##### Mix together:

- 4 lb. 8 oz. powdered sugar
- 4 oz. milk solids (fat free)
- 6 oz. corn syrup
- 6 oz. honey
- 4 oz. egg whites
- ¾ oz. salt
- Vanilla to suit
- 7 oz. hot water (150 to 160° F.)

##### Then add:

- 8 oz. fine chopped glazed cherries
- The consistency of the icing may be controlled by increasing or decreasing the amount of hot water in the formula.

#### CHRISTMAS MACAROONS

Place in a mixing bowl and rub smooth:

- 10 lb. almond or kernel paste
- 4 lb. granulated sugar
- 4 lb. powdered sugar
- 3 oz. butter
- 3 oz. flour
- ½ oz. salt

Add gradually and mix smooth to the desired consistency:

- 3 lb. egg whites (variable)

Run out in various shapes on papered pans, using a canvas bag and

a No. 5 star tube. Decorate the macaroons with almonds, pecans, red and green glaze cherries, etc.

Allow the macaroons to dry for about 12 hours and then bake at about 325° F. on double pans. As soon as baked, remove the papers from the pans and glaze the macaroons with a glucose glaze.

#### SPRINGERLE

##### Beat together until light:

- 2 lb. 8 oz. granulated sugar
- 1 lb. whole eggs

##### Add:

- ¼ oz. ground anise seed
- ½ oz. powdered ammonia

##### Sift, add and mix in until smooth:

- 2 lb. 8 oz. cake flour

Roll the dough out on a flour dusted cloth to about ¼ in. thickness. Then take a regular springerle rolling pin and roll this over the dough lightly.

Take a pastry wheel or sharp knife and cut into squares. Place the springerle on lightly greased and dusted pans. Allow them to dry overnight and then bake at about 360° F.

#### CHRISTMAS CHARM CONFECTION

##### Boil to 248° F.:

- 10 lb. granulated sugar
- ¾ qt. water

##### Then beat together:

- 3 lb. egg whites
- 8 oz. granulated sugar

When beaten stiff, add the hot syrup gradually. Continue beating until nearly cool and then add:

- Vanilla to suit

Run out into various shapes with a canvas bag and star tube. Sprinkle green or red sugar on top. Allow to dry overnight or dry in an oven having a temperature of about 225 to 250° F.

Note: This charm confection may be covered with nonpareil if desired instead of colored sugar. They may also be decorated with pieces of red or green glaze cherries.

#### TEA COOKIES

Break up and smooth out in a mixing bowl:

- 1 lb. 8 oz. almond or kernel paste

##### Add alternately, creaming well:

- 1 lb. 4 oz. powdered sugar
- 2 lb. 4 oz. butter
- 10 oz. whole eggs

##### Sieve and add:

- 3 lb. cake flour

Run out in various shapes, using a small star tube, on lightly greased and dusted pans. Decorate each cookie with a piece of cherry, citron or nuts. Bake lightly on double pans.

#### STAR TUBE BUTTER COOKIES

##### Cream together:

- 1 lb. powdered sugar
- 2 lb. 8 oz. butter

##### Sieve and mix in until smooth:

- 3 lb. bread flour

##### Then add:

- 9 oz. egg yolks
- Vanilla to suit

Run out the cookies on lightly greased and dusted pans using a canvas bag and a No. 5 star tube. Make into various shapes and place a cherry or nut on each cookie. Bake at about 360° F. on double pans.

#### BLACK WALNUT KISSES

##### Beat light:

- 3 lb. powdered sugar
- 1 pt. egg whites

- A pinch of salt

- A pinch of cream of tartar

##### Then fold in carefully:

- 12 oz. finely chopped black walnuts and a few drops of maple flavor

Run out with a No. 8 star tube on lightly greased and dusted pans. Bake in a cool oven (250 to 275° F.).



A Variety of Holiday Cookies, Unusually Presented

#### CHOCOLATE PIN WHEELS

##### Cream together:

- 2 lb. granulated sugar
- 1 lb. 10 oz. butter
- 1 lb. 10 oz. puff paste margarine
- ¾ oz. salt
- ¼ oz. soda
- Vanilla to suit

##### Add gradually:

- 6 oz. egg whites

##### Sift and mix in until smooth:

- 4 lb. 12 oz. pastry flour

Divide the dough into two parts. To one part, add enough melted bitter chocolate to make a good brown color. Then take a part of the light dough and roll it out into an oblong sheet about ¼ to 3/16 in. thick. Do the same thing to a part of the dark dough. Wash the light oblong piece with water and place the dark oblong piece on top of it. Then roll up the same as for jelly roll. Chill the rolls overnight, or until firm and then cut into slices about ¼ in. thick. Place on ungreased pans and bake at about 380° F.

#### DIXIE WAFERS

##### Cream together:

- 1 lb. 8 oz. granulated sugar
- 6 oz. shortening
- 6 oz. butter
- ¼ oz. salt
- Vanilla to suit

##### Add gradually:

- 8 oz. whole eggs

##### Stir in:

- 8 oz. melted bitter chocolate

##### Add and mix in:

- 10 oz. cake flour

##### Stir in:

- 8 oz. chopped pecans

Drop out on lightly greased pans, using a No. 8 plain tube and canvas bag. Flatten the tops and then bake at about 340° F. on double pans.

Note: Do not overbake as this ruins the flavor.

#### CHERRY JUMBLES

##### Cream together:

- 1 lb. powdered sugar
- 2 lb. 8 oz. butter

##### Add gradually:

- 9 oz. whole eggs
- Vanilla to suit

##### Sift and mix in:

- 3 lb. bread flour

Bag out into small jumble shapes on lightly greased pans, using a cookie bag and No. 5 star tube. Place one half of a glazed cherry in the center of each jumble. Bake at about 375° F.

#### LEMON RAISIN CRISPS

Mix together on medium speed for 2 minutes:

- 10 lb. granulated sugar
- 8 oz. milk solids (fat free)
- 5 lb. shortening
- 3½ oz. salt
- 2 lb. 12 oz. egg yolks
- 2½ oz. ammonia
- 2 lb. water
- 13 lb. 8 oz. pastry flour
- Lemon flavor to suit

Deposit on lightly greased pans. Place a large seeded raisin in the center of each cookie. Then bake at about 400° F.

#### RICH SUGAR COOKIES

Mix together on medium speed for 2 minutes:

- 5 lb. granulated sugar
- 5 lb. shortening
- 2 oz. salt
- 2 lb. 4 oz. whole eggs
- ¼ oz. nutmeg
- Vanilla to suit
- 2 oz. water
- ½ oz. soda
- 8 lb. pastry flour

Deposit on lightly greased pans. Bake at 380° F.

NOTE: These cookies may be dipped in granulated sugar, coconut, raisins, currants, etc. before baking.

**Wholesale Bread Branch:****Cost-Cutting Through Efficient Production Examined**

CHICAGO—Keen interest in the recently proposed federal standards for bread and rolls was evidenced at the American Bakers Assn.'s wholesale bread branch session Oct. 14 under the chairmanship of John F. Schaible, president, Schaible's Bakery, Easton, Pa.

Following a general summary of the work that has been done by the American Bakers Foundation on the bread standards by its chairman, Gerard R. Williams, president, Williams Baking Co., Scranton, Pa., questions from the floor indicated that only in the past few weeks have many bakers become aware of the fact that the standards are a reality and may eventually become the law of the land.

Many protests were registered concerning the nomenclature to be applied under the new standards to breads containing mixtures of ingredients other than white flour. In at least one instance a motion was approved recommending that the board of governors of the ABA protest the provisions of the standards as they now are written with regard to naming of breads containing whole wheat flour in mixture with white flour.

Most of the questions from the floor were easily answered by the bread standards panel composed of Mr. Williams, Milton Petersen, president, P. F. Petersen Baking Co., Omaha; Gaston Dalby, director of laboratory, Ward Baking Co., New York; Dr. William B. Bradley, scientific director, American Institute of Baking, Chicago; Joseph M. Creed, counsel, American Bakers Assn., Washington, D.C., and Eearing W. East, counsel, American Bakers Assn., Chicago.

Speaking on the subject "Patriotic Necessity for Cutting Costs," John Thies, director of the accounting service, Quality Bakers of America Cooperative, Inc., New York, used the slogan "The Enemy's Sixth Column Is Inflation" in outlining the reasons why the baking industry should voluntarily explore every means by which operating costs could be controlled and reduced. Since it is evident that no savings in bakery operations can be expected from the labor category, he said, it is necessary that bakers examine closely every other point where savings can be accomplished. He suggested mechanization where possible as a means of combatting high labor costs and growing labor shortages, economizing in such matters as waste of ingredients, reduction in damaged packaged goods, preventive maintenance of equipment and truck fleets and closer attention to the cost accounting system to see that budgets for various departments are properly controlled.

**"Tube Loading" Discussed**

A film on tube loading of bread as a means of preventing packaged loaf damage and reducing handling costs and a subsequent discussion of this method was presented by William M. Clemens, manager, Trausch Baking Co., Dubuque, Iowa, and Wendell Fish, Federal Bakery, Winona, Minn. The film had been taken in the Federal Bakery. The tube loading process consists of inserting five loaves in a rectangular corrugated cardboard tube, open at both ends, as the bread comes from the wrap-

ping machine. The tubes protect the loaves from crushing and manhandling, thus delivering a more attractive product to the retail shelves.

Carl P. Schmidt, Schmidt Baking Co., Baltimore, Md., narrated a film showing the conveyor method of moving bread from the wrapping machines to the delivery trucks.

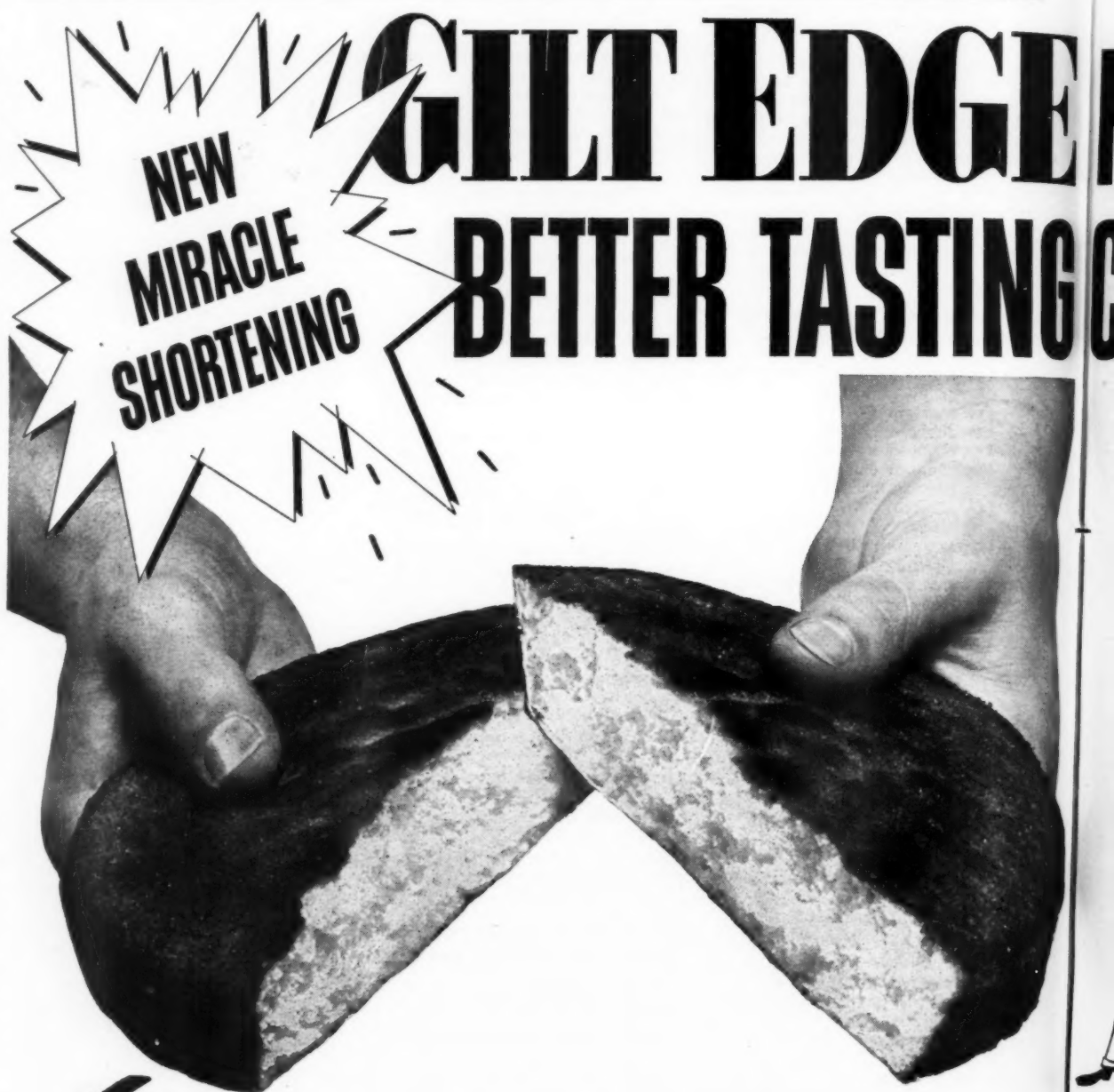
Allan E. Prosser, Ward Baking Co., New York, presented a slide film and lecture on his company's method of handling wrapped bread from the wrapping machines to the loading docks. All of these films and lectures came under the subject of "Bread Handling Methods to Cut Costs."

Harry O. Mathews, Standard Brands, Inc., New York, discussed "Truck Leasing to Cut Costs" and pointed out that there were two schools of thought on the subject. He presented facts and statistics to indicate that leasing of truck fleets in some instances offered little or no savings over private ownership and

operation, especially in cases of 100-unit or larger fleets.

Mr. Mathews stated that over 80,000 trucks are currently in use by the baking industry, and pointed out that the investment and operation in these vehicles constitutes a very important segment of bakery operation. Opportunities for cost cutting lie in economical purchasing of gas, oil, tires, etc., proper repairing, servicing and maintenance and education of drivers to curtail mileage.

Arthur Jordan, Jordan Baking Co., Tacoma, Wash., was elected chairman of the wholesale bread branch for 1951.



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Another



## ABA Convention

(Continued from page 15)

products are cooperating extensively in bringing before the public the nutritional and appetite value of baked goods. (Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, in a discussion which followed Mr. Hopkins' talk, pointed out that very often a letter of appreciation to these allied industries which place advertisements lauding bakery products will pay heavy dividends in inter-indus-

try relations and consumer acceptance.)

An entirely new slant in bakery product promotion—publicizing statements from the nation's leading doctors, nutrition experts and scientists—will be used for the 1951 campaign of the Bakers of America Program.

The keynote of the association's consumer advertising and its public relations and institute publications for 1951 will be statements from Dr. Elmer L. Henderson, president of the American Medical Assn., and others praising the nutritional qualities of enriched bread, Mr. Hopkins revealed.

March, 1951, is the 10th anniversary of the enrichment of bread, Mr. Hopkins explained. The Bakers of America Program seal of acceptance will carry a special message denoting that fact during the year, he said. Emphasis of the association's regular advertisements will be on eating more bread, he said.

Mr. Hopkins outlined the separate bread and sweet goods campaigns planned for consumer publication in 1951.

E. E. Kelley, Jr., Quality Bakers of America Cooperative, Inc., New York, speaking on the merchandising follow-through to industry

promotional advertising, said that almost every other industry program, such as meat and dairy campaigns, have had the same "growing pains" as the baking industry has had.

But even at the end of five years not one of them can show as an impressive array of promotional and national publicity activities favorable to an industry as the baking industry has enjoyed in the past year, Mr. Kelley said.

Dudley McFadden of the Bakers of America Program public relations department, discussed "Public Relations at Work."

Louis E. Caster, chairman and president of the American Institute of Baking and president of the Kellogg-Stevens Baking Co., Rockford, Ill., discussed education through consumer service, enumerating the many functions of the consumer service department of the American Institute of Baking.

W. J. Coad, Sr., chairman of the board, Omar, Inc., Omaha, concluded the afternoon session with a discussion and comments on plans of the bakers' program for next year and thereafter.

John T. McCarthy, president of the American Bakers Assn., opened the general session the morning of Oct. 17, announcing the new officers of the association, then introduced Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth. Mr. Zinsmaster introduced Don F. Copell, Wagner Baking Corp., Newark, N.J., and Victor E. Marx, American Dry Milk Institute, Inc., Chicago, and secretary of the American Society of Bakery Engineers.

Mr. Marx told of the American Institute of Baking's part in the formation of the American Society of Bakery Engineers in tracing the history of the latter organization from its conception 27 years ago to the present date.

Mr. Copell then returned to the platform to speak on the engineers' concept of future education of bakery supervisors.

### Young Men Take Over ABA Session

The convention spotlight focused on the young men of the baking industry as part of the Oct. 17 general session was given over to a discussion of production and personnel problems of the baking industry by four youthful industry executives.

John T. McCarthy, Jersey Bread Co., Toledo, chairman of the ABA, welcomed the young men to the program, saying that many times such a program has been contemplated in the past and announcing his hope that the program would set a pattern for the future. As their older associates in business limit their attendance at conventions it is more and more necessary for young men to interest themselves in the American Bakers Assn. and attend baking industry conventions, Mr. McCarthy said.

"The institutions and the achievements which have been praised during these few days of our convention are our heritage from great and gifted predecessors who pioneered the first 50 years of this century for our industry. The first 50 was almost entirely theirs.

"As a business or a country moves out of the pioneering phase there are fewer and fewer opportunities for the rugged individualists of the past—less need for such talent. The need is for a greater number of educated and trained business administrators at all levels," Mr. McCarthy said.

(Continued on page 68)

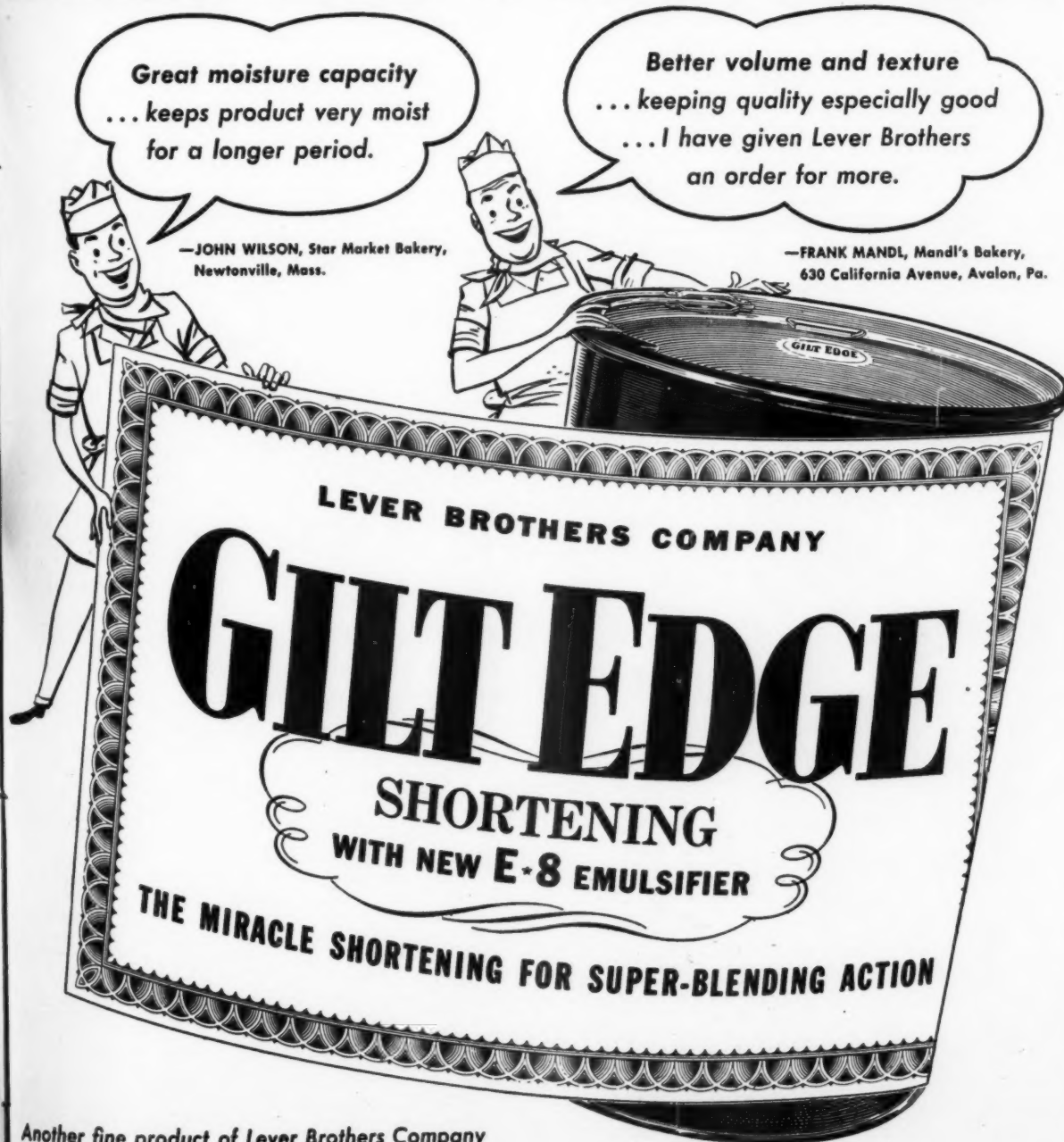
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for a longer period.

—JOHN WILSON, Star Market Bakery,  
Newtonville, Mass.

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... keeping quality especially good  
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—FRANK MANDL, Mandl's Bakery,  
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**Fisher's** THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

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MONTANA SPRING WHEAT PATENT FLOUR  
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FINEST SOFT WINTER WHEAT PATENT FLOUR  
General Offices: Walla Walla, Washington

## AIB Dedication

(Continued from page 15)

be in a position to enlarge this scope of scientific activities because of the increased facilities provided in the new home of the institute. The development of a fundamental research program is an aspiration of those men responsible for the institute's future plans."

### A Fountainhead of Research

The institute should be the "fountainhead" in researching into various problems that require solution, Mr. Caster emphasized, since he pointed out that the institute, in its scientific advisory committee, has the benefit of the services and advice of some of the outstanding nutritionists, bacteriologists, biologists and physiologists in the U.S.

Mr. Caster said that the new home of the Louis Livingston Library will increase the use made of it by students, research men and educators. The department of sanitation will be in a position to increase its service to the industry, and the consumers service department activity can be increased and made more effective in the future because of the sound basis on which its preliminary work has been done.

More than \$135,000 worth of baking machinery and equipment is slated for the various departments of the new building, Mr. Steinhauer said, with \$100,000 of that amount donated or consigned to the American Institute of Baking by members of the BEMA. Built and equipped at a cost of \$1,168,429, the building is of white Indiana limestone, and has 40,000 sq. ft. of floor space. Although not yet completely occupied and equipped, the headquarters of the AIB were moved into the new building early in October.

"This superb structure will be a fitting monument and lasting tribute to all those bakers past and present who have helped build this ancient

craft into the tremendous and powerful baking industry in which we are proud to be engaged," Gerard R. Williams, chairman of the foundation whose funds made possible the construction of the building, said in his dedication address.

"These men have left us a wonderful heritage but an even greater responsibility," Mr. Williams told the audience. "We must secure the confidence of the consuming public."

"To do this the American housewife must be able to purchase the finest bakery foods, of consistently high quality, at a reasonable price. She must be sure that they are produced and marketed under sanitary conditions which are ideal. Such rigid standards can only be met by competent and well trained personnel, who are directed along scientific lines and constantly checked by modern methods. The means for effectuating such a service to the American consumer are now gathered together under the roof of this new institute," Mr. Williams concluded.

Further progress for the baking industry through research was seen by Mr. Garrow—not alone in product, or in production techniques, but in marketing, employee relations, consumer relations "and the whole human relationship... in the educating and training of the young people of our industry."

"Studied from any point of view,  
(Continued on page 65)



Established in 1912

## BROKERS

# FLOUR AND FEED

Domestic and Export

**L. R. JEWELL & SON—"Flourists"**

626-629 20 West 9th St. Building—L. D. 74

KANSAS CITY, MISSOURI

Cable Address: Jewellco

References: Any flour mill in Missouri, Kansas, Nebraska, Oklahoma or Texas

# DIXIE-PORTLAND FLOUR CO.

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FAMILY • BAKERS • CRACKERS • CAKE



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RED STAR YEAST & PRODUCTS COMPANY MILWAUKEE 1, WISCONSIN



# BAKERY MERCHANDISING

## Women Insist on Quality in Cakes



### Survey Results Show Potential Customers Suspect Bakers Use Inferior Ingredients

By Gus L. Fay  
Bakers of America Program



**W**E ARE going to report to you the results of a survey made this year containing the opinions of bakers' cakes expressed by a large enough number of women to constitute a reasonably authoritative body. We believe the conclusions you will hear from this group of both customers and potential customers, while not complimentary in the main, are honest and untutored expressions, truly reflecting their opinions.

We believe they can be of great

**EDITOR'S NOTE:** The accompanying report of a survey of 52 housewives' opinions of bakers' cakes was presented at the Oct. 14 meeting of the American Bakers Assn. wholesale cake branch in Chicago. There is still a big potential for cake bakers, Mr. Fay pointed out in summarizing the report.

importance to you in forming your own policies.

In this survey the 52 women were interviewed and allowed to express themselves freely. The main questions and answers were centered around the difference between a home-made cake, a retail bakery cake and wholesalers' cake, or "store" cake.

Cake was mentioned most often as a kind of dessert served and cake was mentioned most often as the favorite dessert served, but cake is also the most often mentioned dessert that she enjoys preparing herself.

So we find that acceptance of cake as a dessert is still high, which means the potential of the wholesale cake industry is as great as ever, even though we find it is the dessert she likes to prepare most.

Now let's see how great home baking is.

Nine out of 10 of the women bake sometimes, and 8 out of 10 had baked within the past month.

Now let us see, aside from the work involved, if housewives who bake really know how much it costs to bake at home compared to the cost of baker's cake? It's amazing when taking the average, how well

they know all the costs. For instance, they know that it costs an average of 74¢ to bake a cake at home using their own ingredients.

They know that using a cake mix is cheaper, averaging about 47¢.

They know the average cost of a baker's cake, as they call a retailer's cake, averages \$1.01. And they know the average cost of a cake from the grocer is 36¢. We presume in all cases they refer to a layer cake.

#### Convenience Cited

Most cake bakers have wondered just how much home baking is centered around cake mixes. In answer, we find that only one fourth of those who bake (and 9 out of 10 said they do at some time or other) used a cake mix for their last cake. And their answer to the question as to why they bought package cake when they did was that rush meals, or convenience, was the greatest reason

for buying store cake, rather than quality or price.

What brings this attitude about?

Evidently there must be one big, underlying reason why women arrive at the conclusions they have about taste, flavor and richness of package cake. The majority of these women believe that substitutes are used in all grocery store cakes—powdered eggs and milk, inferior shortenings and artificial flavorings.

One even believes bakers substitute saccharine for sugar.

In short whatever they believed to be wrong with our cakes, they have attributed principally to the ingredients.

Now let's hear the expressions of some of the women interviewed in their own voices. In order to emphasize our points strongly, we have picked eight of the most critical statements.

Mrs. P.: "Store cakes taste flat

and so do the bakery cakes. The frostings are no good on the store cakes. They are too sweet and too sugary and don't have butter in them. They don't use the same ingredients as home bakers do. They have substitutes for everything. They couldn't afford to use the good ingredients and sell cakes at the prices they do now."

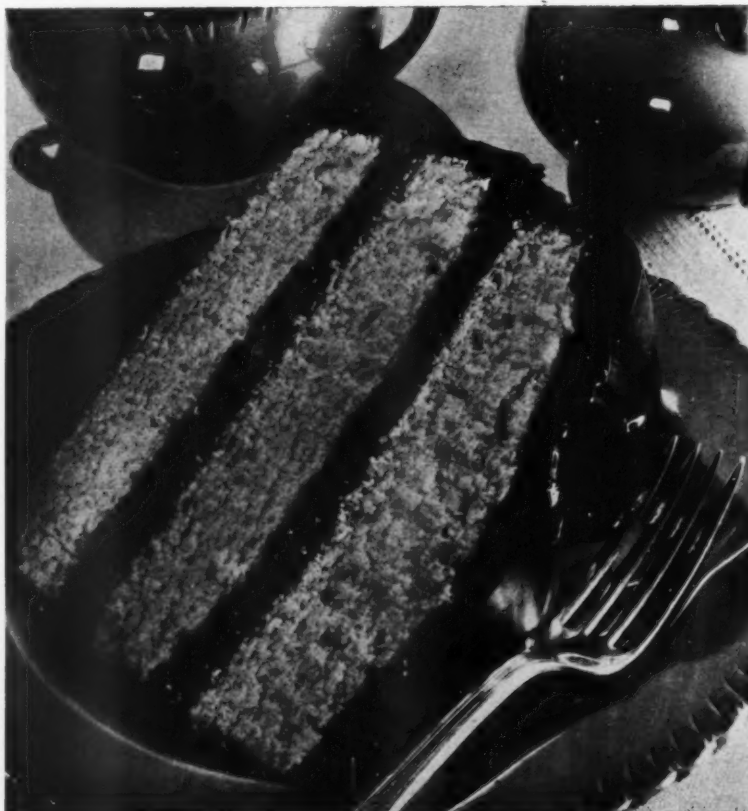
Mrs. J. M.: "Store cakes dry out too fast. They don't use enough good shortening in store cakes and they taste machine made. Bakery cake is fine for a party, but it always costs more. Home-made cakes are best. They are richer, and when you use cake mix, not too expensive. Store cakes are all right, if they are not too sweet, but you have to fix them up. They should put more butter in store cakes to give them a richer taste."

Mrs. E.: "The store cakes have a definitely different taste. There is not enough shortening, they dry out too fast. The biggest difference is in the frosting. The frosting on a store cake is too sweet and gooey. Put better ingredients in store cakes, make the frosting taste and look better. Package them so you can get one home without having it all gummed up."

#### Taste Faults Reported

Mrs. R.: "Store cakes do not have a good butter taste. If, for example, you buy an orange cake, you cannot taste the orange. If you buy chocolate, you don't get the chocolate flavor. They seem to have a flat taste. The frosting sticks to the wrapper of the store cakes, and that is the part of the cake children like best. They should have more variety of flavors, better ingredients in store cakes and better frostings."

Mrs. C. E. K.: "Home-baked cakes have a real butter taste and are more nourishing and flavorful. Bakery cakes look best of all and some of them have a good taste. Store cakes are all the same. They seem to be heavier and all made from the same batter. The salesperson puts store cakes in a bag with everything else you buy. When you get home the cake is all crushed and most of it is wasted. Package them so they won't get smashed before you get



Cake Is Popular as a Dessert—But It Must Be Good



## CHEESE AND CRACKERS TIE-IN

Capitalizing on the natural affinity of "cheese and crackers," a salesman for one biscuit firm built a mass display of the two products for a big independent market. The first week's result was an increase on cracker sales of over 200%, plus a big increase in packaged cheese sales.

them home. Put them in a box something like you get in a bakery."

Mrs. A. S. J.: "The differences between home-made, bakery and store cakes are in the quality of the ingredients. Home-made cakes are richer, have more frosting and taste better. Frostings on store cakes are flavorless. Bakery cakes come pretty close to home-made cakes in taste. Store cakes cannot even begin to be classed with home-made or bakery cakes in taste, size or appearance. Store cakes should not be so stereotyped. Make them a little lopsided, even swirl the frosting so they look like home-made cakes. Improve the quality of ingredients."

Mrs. M. G.: "In home-baked cakes, you are sure of what is in them, sure everything is grade A, and that the oleo or butter is fresh. Store cakes have to be doctored up. Very often store cakes are a day old and you pay the same price for them. Store cakes are very often frosted only on top, and this doesn't look good when you cut into it. Also, the frosting sticks to the cellophane and by the time it gets to the table it is only half frosted and a mess."

Mrs. F. D.: "Cakes baked at home have the best ingredients. Bakery cakes are very attractive, clean, and we know they have been baked the day you buy them. Store cakes never look fresh, always are piled high on the counter in the store. The big difference between bakery cakes and store cakes is that bakery cakes look better, they are packaged the day you buy them, and the ingredients are good. Store cakes look messy. You don't know when they are baked,



Gus L. Fay

**REPORTS OPINIONS**—The opinions 52 housewives expressed regarding bakers' cakes were reported by Gus L. Fay of the Bakers of America Program staff, Chicago, during the recent meeting of the wholesale cake branch of the American Bakers Assn. "Too many of our potential customers suspect that the ingredients we use are inferior," he said.

you have the feeling they are not fresh. If you want to improve store cakes, make them look better and taste better."

In these statements a number of things were criticized. Icings seem to have received an unusually large number of complaints, and packages have come in for a fair share.

But the greatest single element through these expressions is the suspicion about the ingredients cake bakers use. As most of you know this is not new thinking on their part, in fact it goes back a long way over the years.

In a 1949 survey made by a bakers' trade magazine, out of 200 an-

(Continued on page 62)

—BREAD IS THE STAFF OF LIFE—

## AIB Booklet on Bread Stuffing May Hold Market

With the vast market for bread stuffing threatened by competing food industries, bakers will find of special value a new 16-page booklet, "Bread Stuffing the Year 'Round," which has just been released by the consumer service department of the American Institute of Baking, Chicago. It is recommended both for point-of-sale distribution and for direct mail use.

Designed not only to maintain the large seasonal consumer market for bread used in poultry stuffing during the holiday season, it also recommends its use the year 'round as stuffing for fish, meats and vegetables. The recipes contained in the booklet were developed and tested in the institute's kitchen and suggest a wide variety of adaptations, with tart fruit stuffings for the fatter poultry and meats, and highly seasoned stuffings for the milder flavored ones.

The institute is distributing the booklet to food editors, women's radio programs, to cooperating food industries, to home economists in business, to teachers, extension workers, and others who will use them for food classes, lectures and demonstrations.

Many of these will in turn offer the booklets to members of their audiences, to readers and to students, the AIB feels.

Space has been provided on the booklet for imprinting of the name of the individual baking firm, and bakers are urged to use this timely piece to maintain the fall and winter market for bread as a poultry stuffing and to maintain it as a year 'round dish. Copies of the booklet are available to bakers at \$1 per 100, plus express or parcel post and imprinting charges. For further information, write to the Consumer Service Department, American Institute of Baking, 400 E. Ontario St., Chicago 11.

—BREAD IS THE STAFF OF LIFE—

## Bakery Tells Homemakers of Nutrition Findings

Cobb's Sunlit Bakery, Green Bay, Wis., is using its fall advertising campaign to tell homemakers about the latest findings of nutritionists and food scientists as applied to the family's everyday eating habits.

"We are giving particular emphasis to the subject of energy," said a bakery spokesman. "We believe the problem of how to feel full of pep and equal to the demands of one's daily schedule is one of the most important problems facing us all."

## New End Labels Feature Recipes



**END LABEL RECIPES**—A variety of "meal planning helps" in the form of recipes using bread is available on a new series of end labels. The program is designed to increase bread sales by increasing bread consumption.

Bakers in many test cities are launching a concerted effort to increase bread sales by increasing bread consumption. This program uses point-of-purchase suggestions to the housewife, on the package, or new or unusual ways to serve bread as a part of the meal, other than in the conventional "bread-and-butter" manner.

The campaign, which is expected to reach industry-wide proportions in the next few months, is based on a new series of end labels being marketed by the Pollock Paper Corp. This series of 64 "meal planning helps" gives the complete recipe for dishes which use bread as a principal ingredient, in a variety of interesting and tempting ways.

The assortment of 64 recipes includes everything from appetizers to desserts, thereby suggesting to the housewife dishes she can serve for any part of the meal, or for "between-meal" snacks. The series includes eight rolls, with eight different recipes in each roll. This en-

ables the bakers to use these labels on a planned basis, and to put a new assortment of recipes on his bread at regular intervals.

As explained by Jack Conrad, manager of end label sales for Pollock, this program is planned to help the baking industry compete with other food products for a greater part of the food dollar. On this basis, it is being offered to the entire baking industry for general use, and as a natural advertising program aimed at increasing the consumption of bread.

In some market areas, all competitive bakers are planning a program in which the series of end labels is to be used on a cooperative basis, along with tie-in advertising.

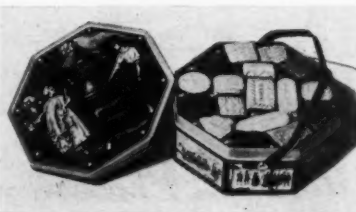
—BREAD IS THE STAFF OF LIFE—

## Heavy Promotion Program Sells Kids on Comic End Seals

When Charles M. Schwartz, advertising manager of the Fuchs Baking Co., South Miami, Fla., introduces a new idea, considerable build up is used to acquaint the public with the project. When the company secured an exclusive franchise for the use of colored comic character seals for this territory, a nice background was set up and interest on the part of the youngsters created.

Fifty large billboards carried the familiar faces of four of the characters. In the Sunday section of the newspapers, in the comic section, a large advertisement told of what was coming and how any boy or girl might obtain a complete set of 32 of their favorite subjects. Suggestions were offered for collectors to "swap" duplicates, much as is done in stamp collecting.

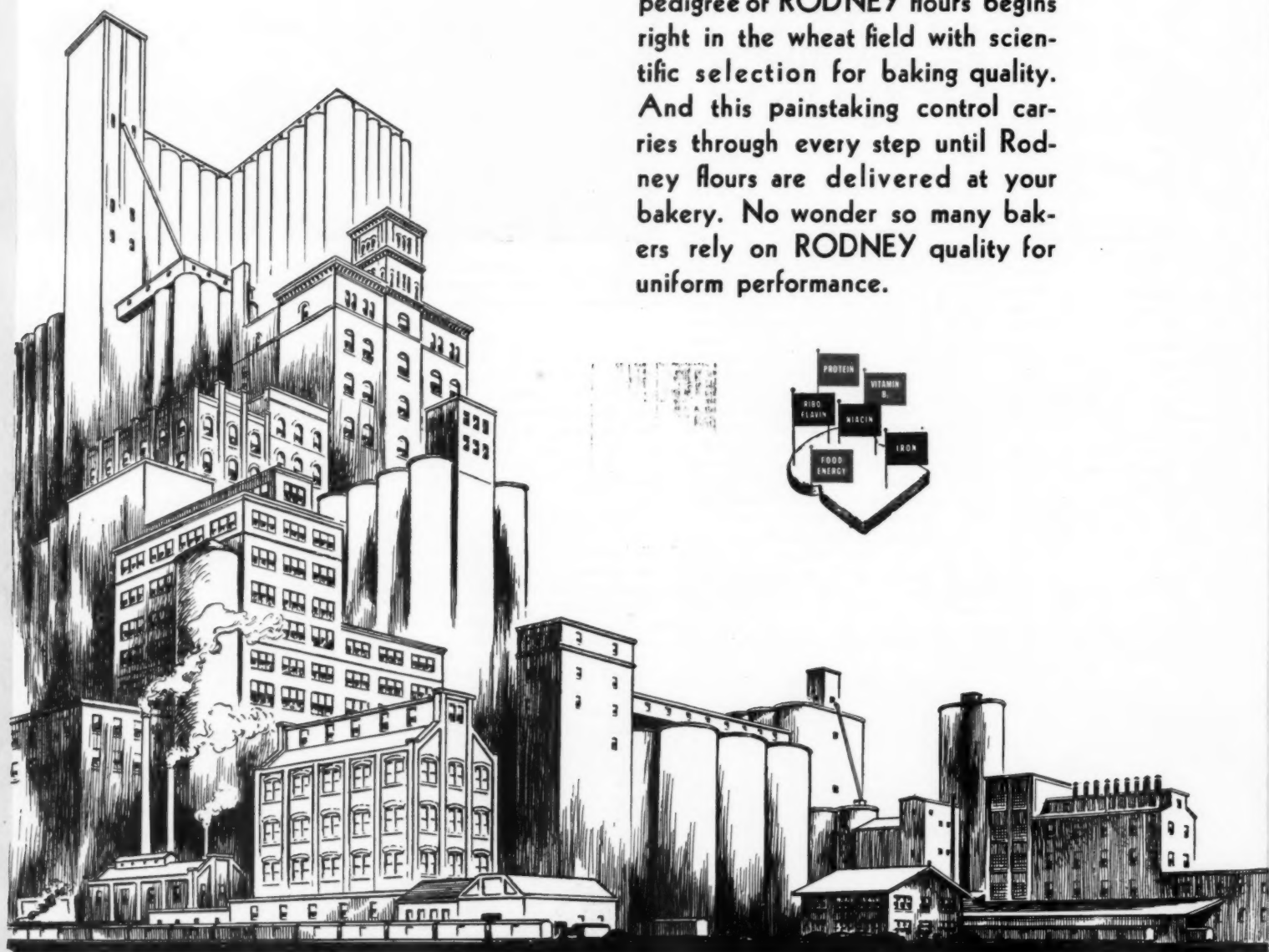
Newspaper teasers were run and daily radio spots kept curiosity aroused. The seal replaces the one now in use to fasten the end of the bread wrapper. When interest begins to wane in the comic series, another will be introduced depicting well known western characters.



**NEW ASSORTMENT**—A new "American Heritage" fancy assortment produced by Sunshine Biscuits, Inc., and packed in a specially designed tin container (above), is now available for country-wide release, according to Hanford Main, president of the company. The cover of this assortment, in full color, illustrates the sounding of the first note of the world famous Liberty Bell. The sides depict a series of eight well-known American paintings covering important events in the history of the U.S. during the past 300 years. The container itself is practical for use as a cookie box, a sewing kit or as a general utility kit in the home.



One of the prime characteristics of good baking flour is constant uniformity. That factor alone will save the baker many times the premium he pays for a superior flour. How can RODNEY guarantee uniform quality day in and day out? Skillful, scientific laboratory control is the reason. The finer pedigree of RODNEY flours begins right in the wheat field with scientific selection for baking quality. And this painstaking control carries through every step until Rodney flours are delivered at your bakery. No wonder so many bakers rely on RODNEY quality for uniform performance.



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 919 North Michigan Avenue  
 Telephone: Superior 1053

BOSTON OFFICE:  
**SEABOARD ALLIED MILLING CORP.**  
 1209 Statler Building  
 Telephone: Hubbard 8340



**Employees' Interest Aroused****California Bakery Uses Novel Approach to Sanitation**

SACRAMENTO—The age-old problem of bakery cleanliness has been attacked by Earl O. Schnetz, president of Old Home Bakers.

So successful have been Mr. Schnetz' methods that they have been adopted, along with his material, by a number of other Pacific Coast bakeries.

Having long realized that the key to the problem was employee cooperation, Mr. Schnetz decided about two years ago that this could be obtained by means of posters in the Old Home plant and check-stuffers, repeating the poster themes, in the employees' pay envelopes. He also decided that the greatest appeal could be had by use of humor rather than by use of straightforward admonitions to cleanliness.

Under Mr. Schnetz' direction, the Old Home advertising agency, Emil Reinhardt Advertising, Oakland, Cal., created a cartoon-type personality which was promptly nicknamed "Keep It Clean."

This figure was then placed in a variety of amusing situations, each of which satirized some condition likely to be encountered in any bakery. To avoid arousing employee antagonism, all these situations were grossly exaggerated and were kept general in tone—not applicable to any particular individual but yet applicable to the entire personnel of the bakery organization.

Cartoons of the figure, plus a semi-humorous message were put on wall posters about 16 by 22 in. in size and these were placed in frames throughout the bakery—in the office, the flour room, mixing room, washrooms, garage, everywhere that employees worked or had occasion to go. These cartoons were developed in several colors, using a different color scheme each month and usually a different layout as well.

Check stuffers, repeating the cartoon theme and message, were inserted in the employees' pay envelopes at the same time.

The plan quickly attracted the attention of other bakeries and they

asked Mr. Schnetz for permission to participate in it. Posters and check stuffers were accordingly made available to them on a minimum cost basis and now the plan is quite widely used in Pacific Coast bakeries.

"Things have actually developed to the point where our employees are not only heeding the message we present but actually asking when the next

poster and check stuffer would come out," said Mr. Schnetz.

"They talk among themselves about the posters, and if some worker violates the principles laid down for keeping the bakery clean, his fellow-workers soon tell him about it.

"We have not found a single case of antagonism resulting from use of the posters or check stuffers and we do definitely find that they are getting results. I believe we have developed a higher degree of employee cooperation than I have ever seen before. Employees really take pride in keeping themselves and their work-places clean. They take a higher degree of

pride in producing good bread than they did before, too.

"In fact, it is actually hard for us to realize how conscious our personnel have become about keeping things clean."

—BREAD IS THE STAFF OF LIFE—

**DETREX PLANT COMPLETED**

DETROIT—Completion of a large, modern trichlorethylene manufacturing plant at Ashtabula, Ohio recently was announced by Hooker-Detrex, Inc. The full production capacity of the new plant will be utilized in the manufacture of "Perm-A-Clor" and "Triad" metal degreasing solvents for the Detrex Corp., Detroit.

**WHAT  
EVER  
BRAND  
YOU  
BAKE**

The magic quality of  
"dispersion" possessed by  
Supershort will give you a  
loaf of bread that will sell  
—"Ask the Brolite man".

**BETSY ROSS  
BUTTERNUT  
BUTTERKRUST  
BAKE-RITE  
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MASTER  
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BAMBY  
SALLY ANN  
OLD HOME  
SOFTIE  
GOLDEN CRUST  
TOWN TALK  
TWIN PACK**

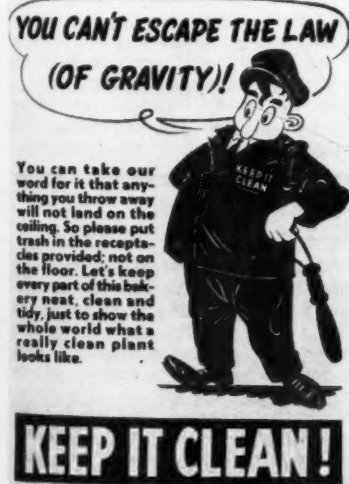
**SUPERSHORT**  
*with the All Vegetable Emulsifier*

**BROLITE COMPANY**

225 Fourth Ave., New York 3, N. Y.  
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CHICAGO 47, ILLINOIS

518 First Ave., North, Seattle 9, Wash.  
686 Greenwood Ave., N. E., Atlanta 6, Ga.



**POSTER A SUCCESS**—One of the posters used by Old Home Bakers in bringing the importance of sanitation to bakery employees is shown above. The humorous approach has paid dividends in worker cooperation, according to Earl O. Schnetz, president of the bakery.

## Big-as-Life Train Promotes Bread



Mechanical Train Shown in Front of Its Prototype

As part of its extensive advertising campaign, the Log Cabin Bread Co. of Los Angeles has achieved an advertising "first" by converting its current painted bulletin design into a real life mechanical train. This is believed to be the first time an outdoor design has been brought to life to provide added impact for the medium.

The design shows a chalk-line drawing of an old-time locomotive pulling a flat car on top of which is a giant four-color reproduction of the Log Cabin White Loaf. The train is engineered by Log Cabin Luke, the appealing little pioneer character around whom the Log Cabin campaign has been built. Photographed directly below this painted bulletin is the real life version of Log Cabin Luke and his traveling Locomobile pulling what is believed to be the largest third dimensional loaf of bread in the world—19 ft. long, 86 in. wide and 9 ft., 5 in. high.

The train is equipped with a public address system which is used to play versions of Log Cabin Luke's radio square dance jingles as well as for live announcements. The driver, Paul Brown, dressed as Log Cabin Luke, distributes paper replicas of the original Log Cabin Luke coon-skin cap.

To date the train has publicized Log Cabin Bread throughout the Los Angeles area by driving through business and residential sections. It has also attracted much favorable attention at various fairs, fiestas and special events throughout southern California.

The train itself is a true-scale replica of the famous cross-country train



**"HORN OF PLENTY" CAKE**—Designed for Thanksgiving sales is the "Horn of Plenty" cake shown above. Edible cake decorations for producing the novelty cake, include the horn, from which are pouring colorful fruits and vegetables traditional with the holiday season. The set has been made available to bakers by the West Coast Supply Co., Los Angeles.

"Old 999." It has two authentic train whistles, a bell and puffs real smoke.

The Log Cabin campaign started last year when Log Cabin Luke first appeared on rotating painted bulletins. Since then Luke has fiddled and danced on billboard and television spots, called square dances on radio spots and appeared in newspaper advertisements.

### Raisin Board Launches National Sales Promotion

A full scale national promotional campaign designed to increase the sale of raisins and raisin products has been launched by the California Raisin Advisory Board. The annual Raisin Harvest Festival, which started Nov. 2, will be one of the features of this promotion.

A 4-color ad appearing in the Oct. 21 issue of the Saturday Evening Post signalled the start of the advertising campaign. This ad will be followed by other consumer ads in McCall's and Better Homes and Gardens this fall and winter.

Free sales building point-of-purchase display material and newspaper mats are now being distributed by the board to the bakery and grocery trades. This material consists of colorful window streamers, bread rack hangers, counter cards and soft sheets that call customers' attention to the goodness and healthful qualities of raisins and raisin products.

Further information on the promotion, and a supply of the display material, may be obtained from the California Raisin Advisory Board, P. O. Box 1963, Fresno, Cal.

### Bakery Offers Washington Photos to School Teachers

The Schmidt Baking Co. of Baltimore, Md.; Cumberland, Md., and Martinsburg, W. Va., has made a lithograph of a famous painting of George Washington available to any school teacher in the area who requests one. Announcements of the offer were posted in grocery stores with the comment that "the bakers of 'Blue Ribbon' bread feel that this picture should be in every school room."

The picture of the first U.S. president is the first of a series of such pictures to be made available by the bakery. Other patriotic and Ameri-

can subjects will follow, including lithographs of the Mt. Rushmore memorial, Betsy Ross' home and the original home about which the song "Home Sweet Home" was written. The bakery reports that many teachers have requested copies of the pictures and are pleased with their availability.

### "Raincoats" for Newspapers Make for Good Will

"Your paper is dry today through the courtesy of Free-Hart Bakery."

These words are the first that Columbus, Miss., newspaper subscribers see when they pick up their newspaper on a rainy day. They also find that the news is clean and dry, thanks to a wrapper of heavy waxed paper provided by Free-Hart Bakery of that city (see illustration).

These wrappers, costing Free-Hart approximately 1/2¢ each, are distributed free to dealers for the two leading metropolitan dailies delivered in Columbus and are wrapped about the papers by the deliverymen whenever the weather is wet. Rubber bands hold the "newspaper raincoats" in place.

The wrappers reach a total of approximately 1,250 Columbus homes on rainy days and have brought innumerable comments and compliments pouring into the offices of the bakery owners, Robert Englehardt and Lon Freeman.

"They are definitely paying divi-



dends," stated Mr. Englehardt. The specially printed wrappers have been in use three months. Previously, Free-Hart employed ordinary bread wrappers.

For this purpose, Mr. Englehardt has found that opaque paper, pre-cut to dimensions of 17x15 in. is most satisfactory.

### 2,800-Lb. Cake Baked for Town's 100th Birthday

**ALLIANCE, OHIO**—The feature of a centennial celebration recently at Alliance, Ohio, was a 2,800-lb. cake in honor of the city's 100th birthday. The cake, hailed the world's largest, measured 12 ft. long, 6 ft. wide and 4 ft. high.

The problem of protecting and maintaining the freshness of the cake was solved by the use of a huge transparent covering of saran film, a plastic packaging material produced by the Dow Chemical Co. of Midland, Mich.

The cake was made by an Alliance bakery. Ingredients included 1,128 lb. sugar, 440 lb. flour, 460 lb. shortening, including 40 lb. butter, 15 lb. salt, 27 lb. baking powder, 330 lb. egg whites, 48 gal. milk and 1/2 gal. vanilla. It was estimated that if a person were to buy such a cake, it would cost \$2,500.

The first piece was cut by Gov. Frank J. Lausche of Ohio, and the cake was served to some 12,000 persons attending opening night of a pageant at the Mt. Union College stadium.



**HAVE A DOUGHNUT**—Elaine Clarkin, a Pillsbury Mills employee, offers one of the new "Apple 'n' Spice" doughnuts to anyone who cares to try it. Every employee in the Minneapolis headquarters office and the mill was given one to taste last month.

### Apple 'n' Spice Doughnut Added to U. S. Diet

Something new in doughnuts has been added to the American breakfast table and the man largely responsible for the addition is Kemper Brownfield, who operates his own doughnut specialty shop in Denver, Colo.

Mr. Brownfield's contribution to the dunking trade is the "Apple 'n' Spice" doughnut, which he says is a "first cousin to the apple pie and to spice cake."

The Denver baker submitted his formula as an entry in a nation-wide bakery contest conducted by Pillsbury Mills, Inc., and the "Apple 'n' Spice" doughnut was featured by Pillsbury in the Doughnut Month campaign in October. Pillsbury advertised in Life and followed this ad with an Arthur Godfrey broadcast on behalf of bakers everywhere.

Mr. Brownfield says his formula resulted from his basic conclusion that anything which could be made with dough could also be made in the form of a doughnut. He adds that the widespread popularity of apple pie and spice cake led him to the idea of the "Apple 'n' Spice" product as a natural addition to the family.

Mr. Brownfield has been active in the baking industry for about 10 years and formerly worked as man-

### SALES PROMOTION TIES IN WITH RADIO SHOW

Van de Kamp's Holland Dutch Bakeries, Inc., Los Angeles, has developed a "Pix-O Game" which ties in with a Los Angeles radio program. To play, the customer obtains a card by purchasing a day's special. Musical selections are played on a noon-time radio program, and the customer marks the card with the titles of the tunes before returning the card to the Van de Kamp store. If the card is correctly marked, the customer's name and address are phoned in to a bigger contest, where a television set might be the award in addition to the cash award and smaller prizes won in the first phase of the contest.



ager of the Mello-Moon Doughnut Co. in Denver. He now owns his own shop and presently is turning out about seven varieties of doughnuts, but expects to add additional types. He says he is working on a couple of new ideas, which he will announce as soon as the products are ready for market.

The doughnut specialist expressed pleasure at Pillsbury's popularization of the "Apple 'n' Spice" formula, and termed that campaign "a distinct service to the baking industry."

—BREAD IS THE STAFF OF LIFE—

## Toast Recipe Book Offered to Bakers by Marathon

Marathon Corp., Menasha, Wis., maker of protective packaging for foods, is offering a toast booklet "Recipes on Toast" (see illustration) to bakers at cost for imprinting their own names on the back cover. In addition to the availability of this booklet to the baking industry, it was offered free to readers of the Saturday Evening Post in the Oct. 28 issue as part of specially prepared toast ads, beamed to the baking in-



dustry and ultimate consumers. Another ad is scheduled for the Nov. 25 issue of the Post. The toast booklet will be shown to Marathon's major baking industry customers by Marathon salesmen as well.

The recipe booklet, originally planned as a minor element in the promotion, will spearhead the entire toast promotion. The booklet was prepared by LeVally, Inc., Chicago, Marathon advertising agency.

Marathon's advertising campaign is unique since it is an institutional series designed to benefit Marathon's customer industries and will run permanently in The Saturday Evening Post.

### SATURDAY FAVORITE DAY FOR FOOD SHOPPING

ST. PAUL—St. Paul families' preference for weekend food shopping is very pronounced, the 1950 Consumer Analysis of the St. Paul market shows. The study, conducted by the St. Paul Dispatch-Pioneer Press, showed that 50.7% of the families in the market area buy most of their groceries on Saturday. Friday ranks second with a percentage of 39.3%. Less than 6% of the families buy most of their food on Thursday. The remaining families, a little more than 4% do most of their food shopping during the first three days of the week.

# SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



## The Cost of Distribution

AS all wholesale bakers know, the cost of distributing their products is one of the greatest problems of their businesses. This was well explained by H. O. Mathews, manager of transportation, Standard Brands, Inc., New York, in his recent address before the convention of the American Bakers Assn., when he said:

"Distribution of bread by rail shipment helped start the growth of large volume and multi-plant operation, but the truck was the vehicle that enabled the baking industry—literally and figuratively—to go to town. Today, it is estimated that 80,000 trucks of all types—from ½-ton deliveries to large trailers—are plying the highways and by-ways, the main streets and side streets of modern America—bringing the benefits of fresh baked products to the consumer."

This story of transportation is quite true, yet it should always be studied from the standpoint of sales. Merely being able to carry bakery goods from the oven to other points is not sufficient. As Mr. Mathews further pointed out in his address, transportation is a vital means of selling. If wholesale bakers don't coordinate these two factors in the operation of their businesses, the ultimate results will be quite unsatisfactory. Transportation is a very vital part of wholesale bakery merchandising, and should be considered as such.

**EXPLANATION**—In answering unfortunate statements in a recent issue of "The Marketing and Transportation Situation," issued by the Bureau of Agricultural Economics, John T. McCarthy, president of the American Bakers Assn., explained the industry's position clearly in a letter to Charles F. Brannan, secretary of agriculture. We believe that the fol-

lowing comment by Mr. McCarthy is worth repeating:

"In similar fashion overhead, maintenance and repair, fuel, plant equipment, delivery trucks, wrapping materials and taxes must all come out of the margins for the baker and retailer. All these have increased substantially since 1947 and are still increasing. These costs should appear on the chart to show the true picture. Incomplete figures, such as shown in this government publication, can only lead to distortion and misunderstanding of the facts."

"As you are also aware, the baking industry is the largest outlet for many of the things the farmer produces—wheat, fats and oils, milk, sugar, raisins, to mention but a few. Its profits have consistently been among the lowest in the food fields, averaging less than 4% of dollar sales over the years."

We only wish that Mr. McCarthy's letter to Sec. Brannan might have had widespread publicity. These are

the honest facts which consumers should know. In his own way, every baker should do all he can to see that this information is made available to his customers.

### A CAMPAIGNING SALESMAN—

Most people will remember Tom Smith as the executive secretary of the American Bakers Assn. They will remember Tom as the quiet, smiling, efficient officer of that organization, who, under all circumstances, resolved quietly, and without fanfare, whatever problems were brought before him.

But to those of us who were privileged to know Tom Smith over a long period of years, we will always remember him as one of the outstanding salesmen of the baking industry. Perhaps Tom didn't ride many trucks, and possibly he never spent any time behind a retail baker's counter, but in all his work he promoted the sale of bakery goods.

Whether he was managing a bakery exposition, or arranging for a convention, everything he did had something to do with the promotion of bakery goods in the eyes of consumers of those products. From his earliest days until the time that Tom Smith left the industry, his every action aided in the promotion of the sale of bakery products, either purposely or otherwise. The merchandising side of the baking industry has lost a true supporter in the passing of Tom Smith, a fact which will long be remembered by those who were associated with him.

**AVOIDING WASTE**—"Careful analysis will prove there are many facets to waste," recently wrote Kendall D. Doke, president of the Pneumatic Sales Corp., Ltd., "and that management succeeds in proportion to its skill in exploring them. There is small doubt that producers of packaged goods continuously face a tremendous problem in its elimination."

We could not help but think how applicable this comment is to the baking industry. However, it by no means ends with packaging. It is true that this part of commercial baking is an extremely important one, for it involves not only the protection of products, but also their place in the competitive sales situation.

If, for instance, a bakery package is at a disadvantage with a competing one, waste is involved in the advertising and sales efforts placed back of it, for it has two strikes on it at the outset. However, one could go on indefinitely about eliminating waste in the baking industry. Unproductive routes are costly. Inefficient employees slow down operations.

The greatest waste of all comes from inefficient management, and when an analysis of waste is started, management should consider itself first. That is not always easy to do, but it must be done if anything at all is to be accomplished in eliminating wasteful practices.



**POPULAR BAKED PRODUCT**—"Bermuda Buns," baked and featured by Schuster's Three Stores, Milwaukee, have sold in such volume during the past summer that the buns will continue to be offered as a regular baked goods item, Schuster's management reports. Flavored with dehydrated onions distributed by the H. J. Heinz Co., the buns have been selling at the rate of from 100 to 200 doz. daily since they were introduced by the store bakeries earlier this summer. Schuster's found that the buns were good for customer repeat business, and has since been featuring them in a popular hamburger-German potato salad special at the store fountains. Recipe for the buns, which can be baked with either sponge or straight dough, is available from the Hotel and Restaurant Division, H. J. Heinz Co., Pittsburgh 12, Pa.

## ABA Bulletin Explains Hike in Corporate Income Taxes

CHICAGO—The Revenue Act of 1950, recently signed into law by President Truman, substantially increases corporate income taxes, the American Bakers Assn. has pointed out in a bulletin to its membership.

Besides many technical provisions, the ABA said the new revenue bill provides for accelerated payment of taxes by corporations, as follows:

	First quarter %	Second quarter %	Third quarter %	Fourth quarter %
First taxable year .....	30	30	20	20
Second taxable year .....	35	35	15	15
Third taxable year .....	40	40	10	10
Fourth taxable year .....	45	45	5	5
Fifth & subsequent years .....	50	50	0	0

These accelerated payments will begin with the first taxable year

ending on or after Dec. 31, 1950. The new provision is important because in many instances it will require building up of reserves to meet these accelerated payments, the association emphasized.

Another provision permits business losses to be carried back one year and carried forward five years, the ABA said. This compares with the 2-year carry-back and 2-year carry-forward of the present law. It also provides for the amortization over a period of five years of facilities certified as essential because of the present emergency. Such amortization may be elected by a taxpayer

whose facilities, or portion of a facility, has been certified to have an emergency character by a certifying authority designated by the President, it was stated.

—BREAD IS THE STAFF OF LIFE—

### MELVIN C. ALLEN NAMED NABISCO'S BUFFALO HEAD

BUFFALO—The appointment of Melvin C. Allen as manager of the Buffalo biscuit and cracker bakery of the National Biscuit Co. has been announced. He succeeds P. J. Sundheim, who has retired after 44 years of service with the company. Mr. Sundheim was manager of the bakery for 14 years.

Mr. Allen has been with National Biscuit 16 years. He started his career as a chemist in the company's general office research laboratory in New York in 1934. In 1937 he was transferred to the production department and spent considerable time in several of Nabisco's bakeries working on new processes and installing new bakeries. Since 1947 he has served as assistant director of production in the New York general office.

—BREAD IS THE STAFF OF LIFE—

### WASHINGTON PRODUCTION CLUB SEES A-B MOVIE

WASHINGTON—"The House That Faith Built," a 35-minute movie showing the history of Anheuser-Busch, Inc., was the feature of the October meeting of the Washington (D.C.) Production Men's Club. A new member, Edgar Johnson, supervisor at Hot Shoppes, Inc., bakery, was inducted.

John R. Young, Continental Baking Co., president, was chairman of the meeting. The meeting was held in Anheuser-Busch, Inc., Washington offices.

—BREAD IS THE STAFF OF LIFE—

### HEATON GOFF ADDED TO STAFF OF J. H. DAY CO.

CINCINNATI—Heaton Goff has joined the staff of the biscuit and cracker division of the J. H. Day Co., Inc., according to a recent announcement by Joel Moores of the Day or-



Heaton Goff

ganization. His background in this field includes work with all types of biscuit and cracker machinery in this country and Europe. He is working to aid Day in its present expansion program through improvements to machinery now offered to the trade and the development of new equipment soon to be announced.

from day to day  
from door to door

NATIONAL maintains a uniform, reliable line of  
supply of NATIONAL YEAST and other  
LEADING BAKERY PRODUCTS

This line that brings to bakers the living ingredient of YEAST... NATIONAL YEAST famous for its purity and uniformity—brings also NATIONAL'S YEAST FOOD, BAKING POWDER, MALT SYRUP, and other important NATIONAL PRODUCTS, plus:

Armour's Cloverbloom Frozen Whole Eggs

Armour's Cloverbloom Frozen Egg Whites

Armour's Cloverbloom Frozen Sugared Yolks

Armour's Dry Puff Paste

and

Armour's Armatex—the fortified egg meal offers you more volume, greater texture and color, greater uniformity, and more profitable operation.

NATIONAL and the men of NATIONAL are at your service, day by day, and invite you to make NATIONAL your reliable, uniform source of supply of the products you need to make the bakery goods you produce—a source of pride and profit to you.

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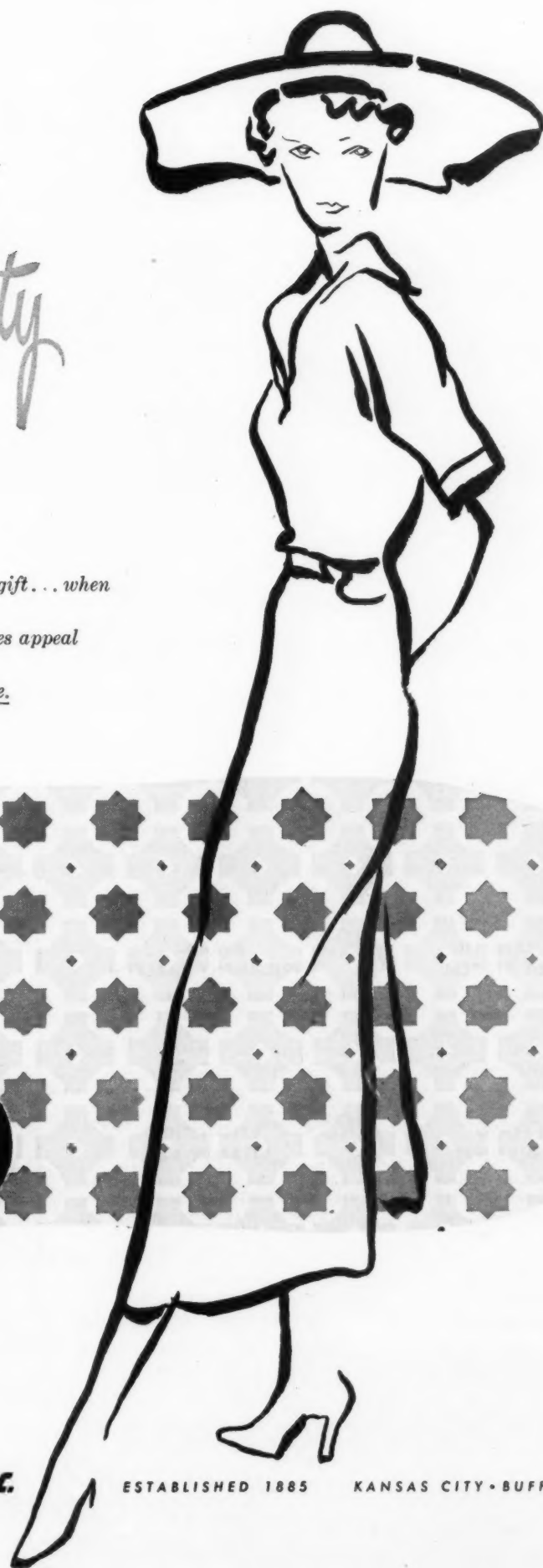
*Quality*

(and so does the merchant)

*Yes, she has seen yard goods just like it at her  
favorite department store. And here it is... a gift... when  
she buys your product. That's why there is such sales appeal  
in a Ken-Print container and premium all-in-one.*

*There's high style, too, in the  
variety of patterns by leading  
designers... offered  
exclusively by Percy Kent.*

*Always Something New*



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## Gunzenhauser, Wheatland Bakeries Consolidate

LANCASTER, PA.—The merger of two bakeries in Lancaster, the Gunzenhauser Bakery and Wheatland Bakers, Inc., has been announced. The consolidation of these two firms, the Gunzenhauser Bakery established 1883, and Wheatland Bakers, Inc., established 1936, will be known as the

Gunzenhauser Bakery, Inc., according to C. Frank Summy, Jr., president of the newly formed corporation.

The new, enlarged operation will provide the customers of the two companies with better bakery products made possible through better utilization of resources, the company says. Both Gunzenhauser and Town Talk breads will be baked. According to officials of the new corporation, there will be no change in personnel or sales arrangements of either firm.

The president and general manager will be C. Frank Summy, Jr. Mr. Summy is a native of Lancaster. Other company officers will be: Her-

bert D. Schnell, vice president and assistant general manager; E. Roy Balmer, vice president and sales manager; Paul J. Snyder, vice president and production manager; C. Christian Gunzenhauser, vice president and chief engineer, and O. Raymond Schultz, secretary and comptroller. The treasurer will be Norman Reed.

Frank L. Gunzenhauser, former president of the Gunzenhauser Bakery, will move up to become chairman of the board of the new corporation.

### —BREAD IS THE STAFF OF LIFE— BUYS FOIL KRAFT

LOS ANGELES—Controlling interest in Foil Kraft, Inc., of Los An-

geles has been purchased by A. J. Johnson, general manager, and Jack Moore, sales manager. The company manufactures one-trip aluminum foil disposable food containers, pie plates and boxes. Additional equipment for immediate expansion of Foil Kraft's new plant facilities at 3517 San Fernando Road, Los Angeles, has been ordered by the new management.

—BREAD IS THE STAFF OF LIFE—

## DAVIDSON BREAKS GROUND FOR NEW \$400,000 PLANT

EUGENE, ORE.—Additional expansion of the Davidson Baking Co. of Portland in the Eugene area was marked recently with ground breaking for a new \$400,000 plant.

Attending the ceremonies were E. F. Davidson, president, and William H. Allen, manager of the Eugene plant.

Operations at the new plant will begin the first of the coming year. Davidson has operated in the area several years, and three years ago purchased the Korn Baking Co. plant.

The new plant will be constructed of reinforced concrete and will be one story with laminated arch roof and aluminum sash picture windows. Design will permit use of new ideas in bulk handling of flour, sugar and other baking ingredients.

—BREAD IS THE STAFF OF LIFE—

### S. GUMPERT CO. MOVES

JERSEY CITY—The S. Gumpert Co., Inc., Ozone Park, recently leased space for a long term in the Lackawanna Warehouse Co. terminal here. The company will discontinue operations at Ozone Park and will employ approximately 350 persons at the new location. Three floors of the huge terminal will be used by the company.

—BREAD IS THE STAFF OF LIFE—

## Bakery Sanitarians Publish First Issue of Official Journal

CHICAGO—The first issue of the official journal of the National Association of Bakery Sanitarians is now in the hands of members. Edited by Louis A. King, Jr., chemist and sanitarian of the American Institute of Baking, the journal offers valuable information of interest to bakery sanitarians.

Featured in Vol. 1 is an article by Daniel J. Uhrig, vice president, Purity Bakeries Corp., titled "How Top Management Looks at Sanitation." The first in a series of articles on bakery insect pests by Philip T. McDonald, AIB entomologist and sanitarian, also appears in the publication, as well as a list of new NAABS members and associate members. Present plans call for the journal to be issued on a quarterly basis; two additional issues will appear before the end of the year.

Organized in January, 1950, by 26 sanitarians, the association has grown steadily and now has 170 members, representing every section of the country.

In addition to the journal, members receive a full set of reprints of a series of articles on sanitation by Dr. Edward L. Holmes, AIB director of sanitation.

Anyone desiring further information about the association may secure it by writing the secretary, Lloyd J. Salathe, Editorial Office, National Association of Bakery Sanitarians, 2150 N. Clifton Ave., Chicago 14, Ill.



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### FIRST BREAD- ENRICHMENT TABLETS!

B-E-T-S® Enabled bakers to comply promptly with War Food Order No. 1. This tablet method has made enrichment in the bakery both practical and economical... saving bakers many millions of dollars.

### FIRST SYNTHETIC VITAMIN D<sub>3</sub>!

TRIDEE® The form of Vitamin D which has the greatest antirachitic value in poultry. D<sub>3</sub> is also used for fortification of evaporated milk and other food products.

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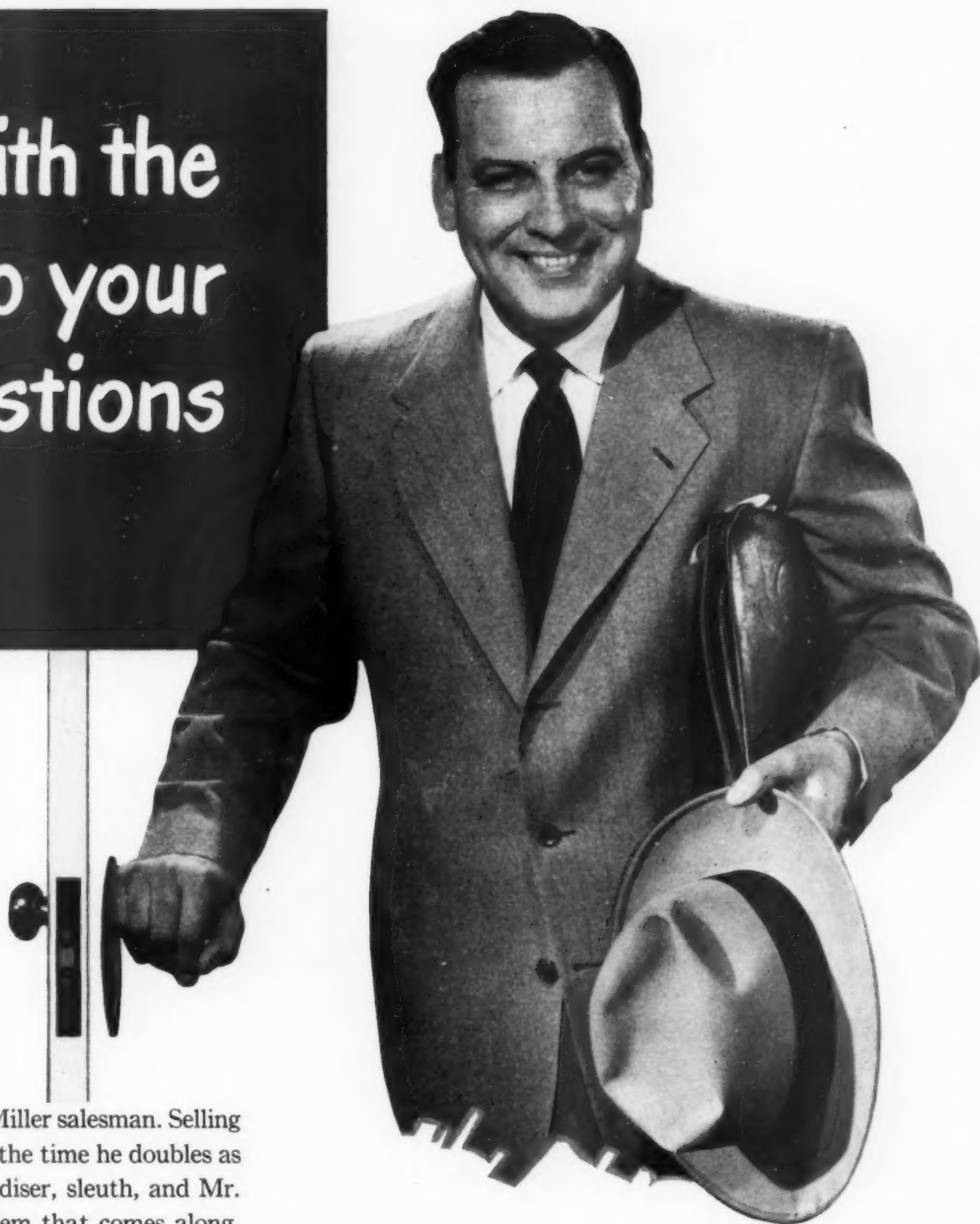
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# The Man with the Answers to your \$64 Questions



This "Answer Man" is your Russell-Miller salesman. Selling flour is only part of his job. Much of the time he doubles as a trouble shooter, engineer, merchandiser, sleuth, and Mr. Fixit for every kind of bakery problem that comes along.

He can give you the "\$64 Answers" because he has them at his fingertips, or can get them for you promptly. For behind him—on *your* behalf—is one of the world's finest

flour laboratories, plus Russell-Miller's entire staff of experts and specialists in every phase of milling and baking.

## GOOD FLOURS FOR GOOD BAKING . . . FOR SALES IN THE MAKING

### Premium Hard Spring Wheat Flours: Occident Special

• Sweet Loaf • Producer • Powerful • Occident 100% Whole Wheat Flour.

### Mellow Type Spring Wheat Flours: E-a-co • Sunburst

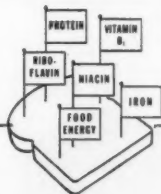
Gold Heart • Classic.

### Hard Winter Wheat Flours: American Beauty Special

• American Beauty Bakers • Reliable • Claro • Beacon • Millionaire • Mariposa • American Beauty Whole Wheat.

• Cake Flours: American Beauty • Solite • Empress • Royal Patent.

*Plus a complete line of special purpose flours*



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and other Quality Flours

## Baking Scholarships Available at Florida State University

TALLAHASSEE — High school graduates and other young men and women over the U.S. are eligible for the numerous new scholarships provided at Florida State University by the Southern Bakers Assn.

The scholarships in the field of baking science and management have been made possible through an initial appropriation of \$50,000 to the university from the bakers association.

Stewart Broeman, American Bakeries Co., Atlanta, is chairman of the Southern Bakers University Fund Committee. Dr. Donald E. Lundberg of the FSU school of business faculty, who will supervise the administration of the new course in baking science and management, said selections of students for scholarships will be based upon their academic records, personal qualifications, their

interest and financial status.

"We plan to offer these scholarships to bright, energetic young people, both men and women. It will give them an opportunity to become executives in the baking industry with only their own initiative and ability as the limit of their progress.

"The women scholarship holders will be trained in the field of baking chemists or analysts. The men students will have the fields of baking plant superintendents, business managers, chemists or analysts or allied fields of the baking industry open to them."

Dr. Lundberg said the new four-

year course, the first of its kind offered by any university in the country, is not to train students to become professional bakers although they will be taught bakery production fundamentals. He said the scholarships provided by the Southern Bakers Assn. will cover most of the normal expenses of the students.

Applicants for the scholarships, Dr. Lundberg said, should write to him for full information at the West Campus of Florida State University.

—BREAD IS THE STAFF OF LIFE—

### LEASES STORAGE SPACE

KANSAS CITY — A two-story brick building at 1718 Walnut St. here, has been leased by the K. C. Bakery Equipment Co. in a move to double the firm's operations. The company, which retails, wholesales and repairs bakery equipment and machinery, has been at 1428 Grand Ave.

—BREAD IS THE STAFF OF LIFE—

### Chemists Report on Use of Synthetic Lysine in Bread

CHICAGO—Rats fed on bread fortified with synthetic lysine were found to grow at a substantially greater rate than control animals fed on the same type of bread without added lysine, it has been reported here in a paper by Hans R. Rosenberg and Edward L. Rohdenburg of the organic chemicals department of E. I. du Pont de Nemours & Co.

"Also," Dr. Rosenberg said in presenting the paper before the division of agricultural and food chemistry of the American Chemical Society, "rats receiving the basal bread diet never attained weights equal to the weights of the animals receiving additional lysine."

Lysine is one of the eight amino acids which, because they serve as "building blocks" in the growth of muscle, nerve, and other body tissues, are essential to human nutrition. In the human or animal body, the speaker explained, proteins from various foods are broken down chemically into their respective amino acids. These molecular building blocks are absorbed, circulated in the blood stream, and resynthesized into the proteins which comprise various body tissues.

Wheat protein is known to be relatively low in lysine, and, as a result of milling, the proteins in wheat flour are even more deficient in this necessary amino acid, he said.

"A diet comprising adequate amounts of meat, milk, cereals, eggs and bread contains all the lysine needed to insure proper nutrition," Dr. Rosenberg said.

—BREAD IS THE STAFF OF LIFE—

### SOUTHERN BISCUIT FIRM REMODELS RICHMOND UNIT

RICHMOND — The Southern Biscuit Co., Inc., has announced plans for the construction of a \$360,000 addition to the baking plant on Terminal Place. A spokesman for the company said the extension will not increase the plant's production but will result in greater operating efficiency.

The two-story addition will be constructed on two sides of the present structure, increasing its width and length. One part of the addition will measure 195 by 96 ft., and the other 330 by 25 ft.

Work on the project is expected to be started as soon as it is cleared by the city building commissioner.

# Better ways PFIZER ENRICHMENT WAFERS

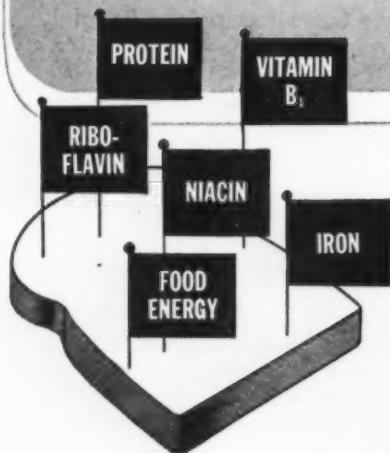
- 1 You get full enrichment in every batch because Pfizer Enrichment Wafers are tough — resist dusting and breaking in transit.

- 2 You save time on mixing because Pfizer Enrichment Wafers are formulated to disintegrate f-a-s-t in water or yeast suspensions.



- 3 You get complete and uniform dispersion throughout every dough batch because Pfizer Enrichment Wafers disintegrate completely.

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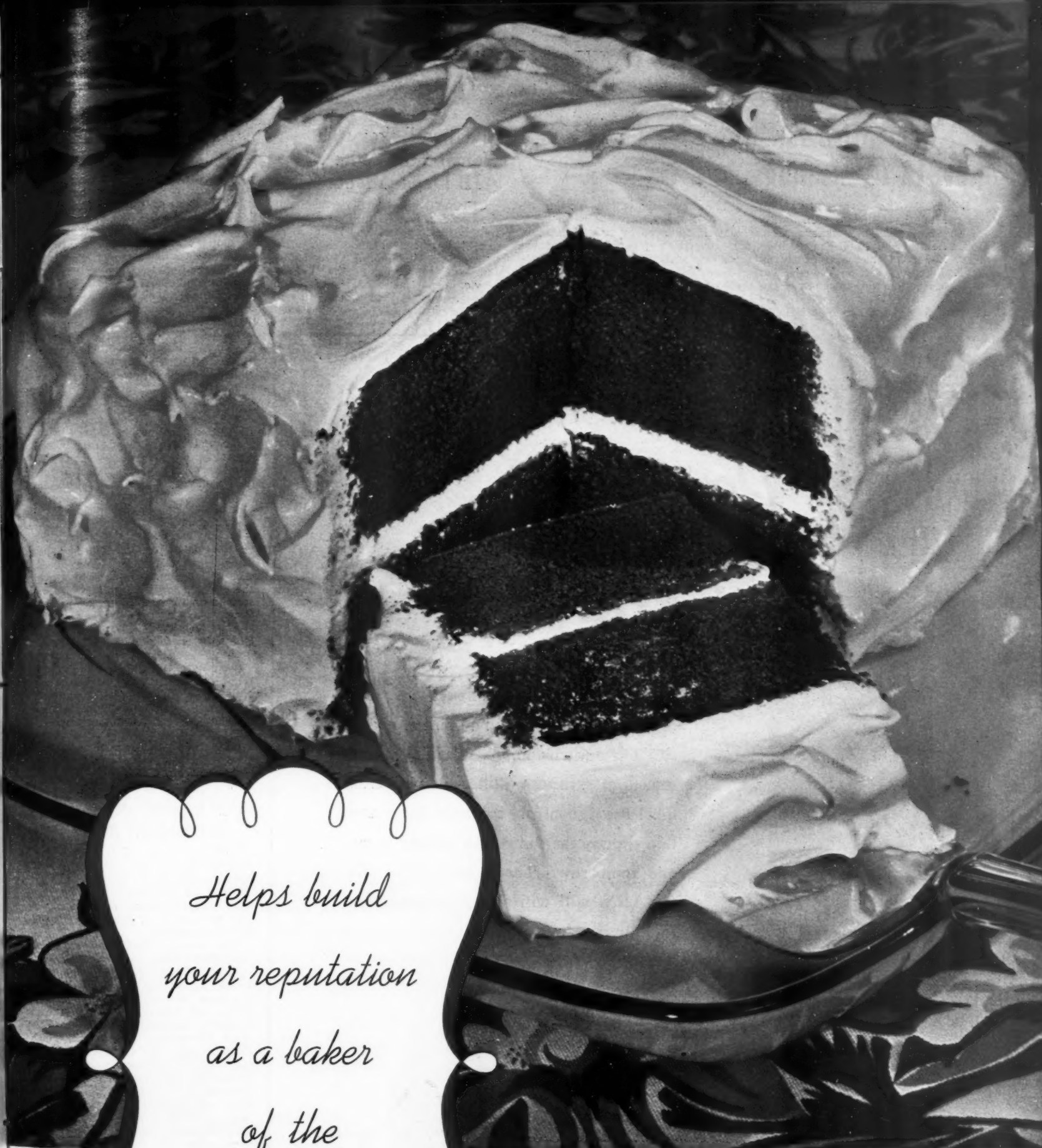
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*Helps build  
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of the  
finest cakes*

**PIKES PEAK  
CAKE FLOUR**

*The* **COLORADO MILLING & ELEVATOR COMPANY** *General Offices, DENVER, COLORADO*

## New England Bakers Set Committee for Nov. 12-14 Meeting

BOSTON—The committee in charge of the 1950 fall convention of the New England Bakers Assn. to be held at the Hotel Statler here Nov. 12-14, was named recently by A. E. Laprise, Ye Olde Towne Bake Shoppe, Newtonville, president of the NEBA.

Dana R. Arnold, Lonsdale Bakery,

Saylesville, R.I., is chairman of the group, which includes: George L. Clark, F. W. Stock & Sons, Boston; Henry A. Farrell, Lever Bros. Co., Boston; Walter R. Hahn, Hahn's Bakeries, Inc., Cambridge; James M. McGrath, E. M. Noel Co., Boston, and John M. Milne, Dorothy Muriel's, Allston.

The convention will open the morning of Sunday, Nov. 12, with registration, followed by a retail session. A governor's meeting, a luncheon business session and a meeting of the bakers educational group are scheduled for Nov. 13, and a bakers' and general business session set for Nov. 14. A reception and banquet will

wind up the convention the evening of Nov. 14.

—BREAD IS THE STAFF OF LIFE—

## Swedish Bakery Consultant Visits AIB Departments

CHICAGO—Several departments of the American Institute of Baking were visited recently by Bengt Lundahl, bakery consultant of Margarinbolaget AB, Stockholm, Sweden. Mr. Lundahl, representing the bakery service department of the Swedish concern, was on a tour of retail and wholesale bakeries, to examine vari-

## FISHER BAKING CO. ADS BUILD GOOD WILL

SALT LAKE CITY—Considerable good will and 10% increased trade is being obtained by the Fisher Baking Co. here by its featuring illustrated ads depicting one or more of its workers at work at the plant. For example, an October ad portrayed Lynn Wollshlegor, plant foreman at the bakery, in the fermentation room, at the divider and rounder. Copy under the photographs reads: "We do something about the weather in our fermentation room, where special air conditioning equipment keeps the temperature at 80° F. with humidity automatically set at 76%." Also in the ad is a cut of the bread and an illustration of a young fellow saying: "You can't buy better bread than Fisher's!"

ous phases of American bakery trade.

His visit to the institute enabled him to study the operations of the institute's bakery sanitation inspection training program and the special courses in bakery sanitation, the consumer service department, and the laboratories.

He was especially interested in the test kitchen's development of recipes using bread and other bakery foods, institute personnel said. He stated there was no work of this type being carried on in Sweden at the present time.

AIB laboratory investigations of Brown 'n Serve products, bread staling and bread softeners also were viewed with interest by the visitor. He requested copies of laboratory bulletins and other printed materials which would serve as informational data for use in his own country.

Mr. Lundahl plans to reach home by the time Margarinbolaget AB is to move into a newly completed modern building.

—BREAD IS THE STAFF OF LIFE—

## HUGH WASSON, JR., HEADS NEW BAKERY IN ALABAMA

HUNTSVILLE, ALA.—The Ideal Baking Co. began production here recently with five bread routes. Hugh Wasson, Jr., is president of the new firm; Hugh Wasson, Sr., is secretary and treasurer and Robert E. Howell is vice president.

The company was incorporated in May with a capital stock of \$96,000.

Hugh Wasson, Jr., has spent most of his life in the bakeshop. He is a graduate of the University of Alabama and has a master's degree in business administration from Harvard University. His father, Hugh Wasson, Sr., has had years of experience in the baking business. He organized the Colonial Baking Co. in Chattanooga, of which he was president and general manager until he sold out and was elected mayor of Chattanooga, which office he still occupies. He has a number of other business interests.

—BREAD IS THE STAFF OF LIFE—

## ROCKY MOUNTAIN BAKERS PLAN CONVENTION IN MAY

DENVER—The 1951 convention of the Rocky Mountain Bakers Assn. has been scheduled for May 5-7 at the Albany Hotel here, according to a recent announcement by Ted W. Kunde, Western Bakers Supply Co., Denver, secretary of the organization. The 1950 convention of the group was canceled because of a strike involving several Denver wholesale bakeries.

# A Point of Pride

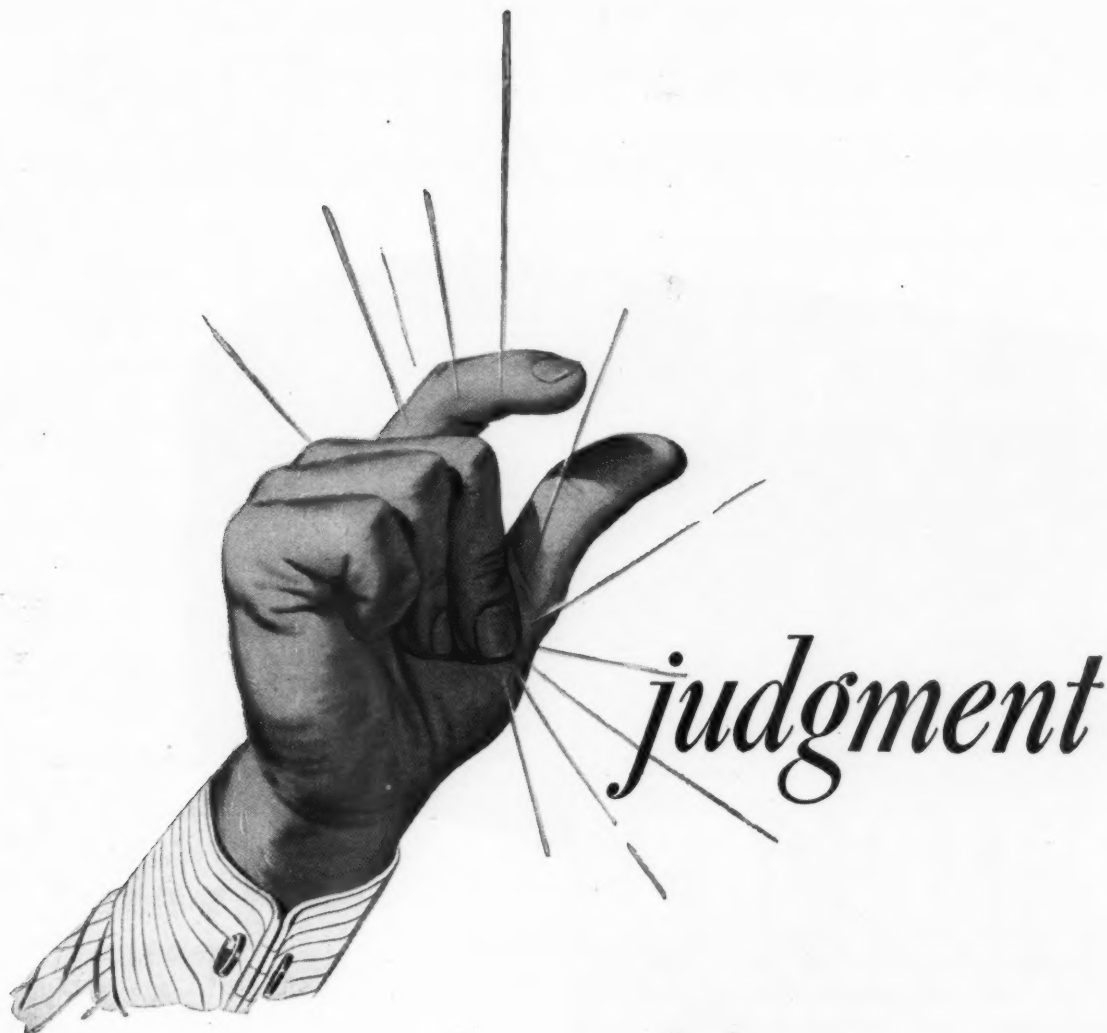
Rex  
•  
Charm

The uniformity of Imbs flours is a point of pride with us . . . and a point of necessity for our customers. Careful wheat selection, skillful milling and watchful laboratory control combine to maintain exactly the same flour quality today and tomorrow. That's why REX and CHARM will win a quality reputation in your bakery.



**J. F. Imbs Milling Co.**  
420 MERCHANTS EXCHANGE  
ST. LOUIS, MO.





*snap judgment* can pay off . . . but usually it's an expensive luxury. When considering a better looking and more efficient container for your product, we know you'll want to give this SALES STIMULATING subject a long, hard look. Your Chase Salesman is thoroughly qualified to analyze your requirements. He is supported by engineering, design, and research data that can be quickly brought to bear on your specific problem. Why not make it a point to check with him today?



bags for all  
industry and  
agriculture...

- cotton bags of all kinds
- Topmill burlap bags
- paper & Multiwall bags
- Saxolin open mesh bags
- combination bags, liners, and specialties.

**CHASE BAG CO.** GENERAL SALES OFFICES, 309 WEST JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE  
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY  
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • HUTCHINSON, KAN. • CROSSETT, ARK • SAN FRANCISCO

## DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 42 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When baking French bread, the steam in the oven should be left on during the whole baking period. True or false?

2. It is not advisable for the average baker to make his own candied lemon and orange peel to be used in baked products. True or false?

3. Underbaking pumpkin pies causes them to crack after being removed from the oven. True or false?

4. Milk sugar (lactose) found in milk solids is figured as being about 16% as sweet as sugar (sucrose). True or false?

5. Placing cans of frozen berries in hot water in order to thaw them out in a hurry is not harmful. True or false?

6. In order to replace 8 lb. of whole milk solids in a bread dough with sweetened condensed whole milk it is necessary to use 28 lb. of this product. True or false?

7. Soda bicarbonate is used in molasses cakes instead of baking powder due to producing a much better crumb and crust color. True or false?

8. It has been found that the cupping on the bottom of pan bread is sometimes eliminated by having three or four small holes punched in the bottom of the bread pans. True or false?

9. Babassu nuts grown in Brazil are used for cake toppings. True or false?

10. Seedless raisins are usually recommended for making pound cakes. True or false?

11. In a large cake batter giving good results at sea level, the baking powder content should be increased when the same recipe is used at about 5 000 ft. above sea level. True or false?

12. When making angel food cakes of various sizes it has been found that the small ones often have hollow bottoms while no trouble is encountered with the larger sizes. True or false?

13. Leftover almond macaroons make an ideal cake topping when ground fine. True or false?

14. It will require 5 oz. soda bicarbonate to neutralize invert syrup that has been made by using 5 oz. cream of tartar. True or false?

15. Rye bread baked in basket frames requires more bottom heat than rye bread baked directly on the oven hearth. True or false?

16. To replace 5 lb. butter in a cake recipe with shortening requires that 4 lb. 8 oz. of shortening be used. True or false?

17. Using either vegetable or animal oil in making 100% whole wheat bread will produce greater volume than when a stiff lard or hydrogenated shortening is used. True or false?

18. Sugar is not used in making pie doughs. True or false?

19. The sinking to the bottom of raisins in pound cakes can be eliminated by adding about an ounce of soda to each 15 lb. of cake batter. True or false?

20. White rye flour has a more pronounced flavor than dark rye flour. True or false?

—BREAD IS THE STAFF OF LIFE—

## CINCINNATI EXPANSION PLANNED BY CONTINENTAL

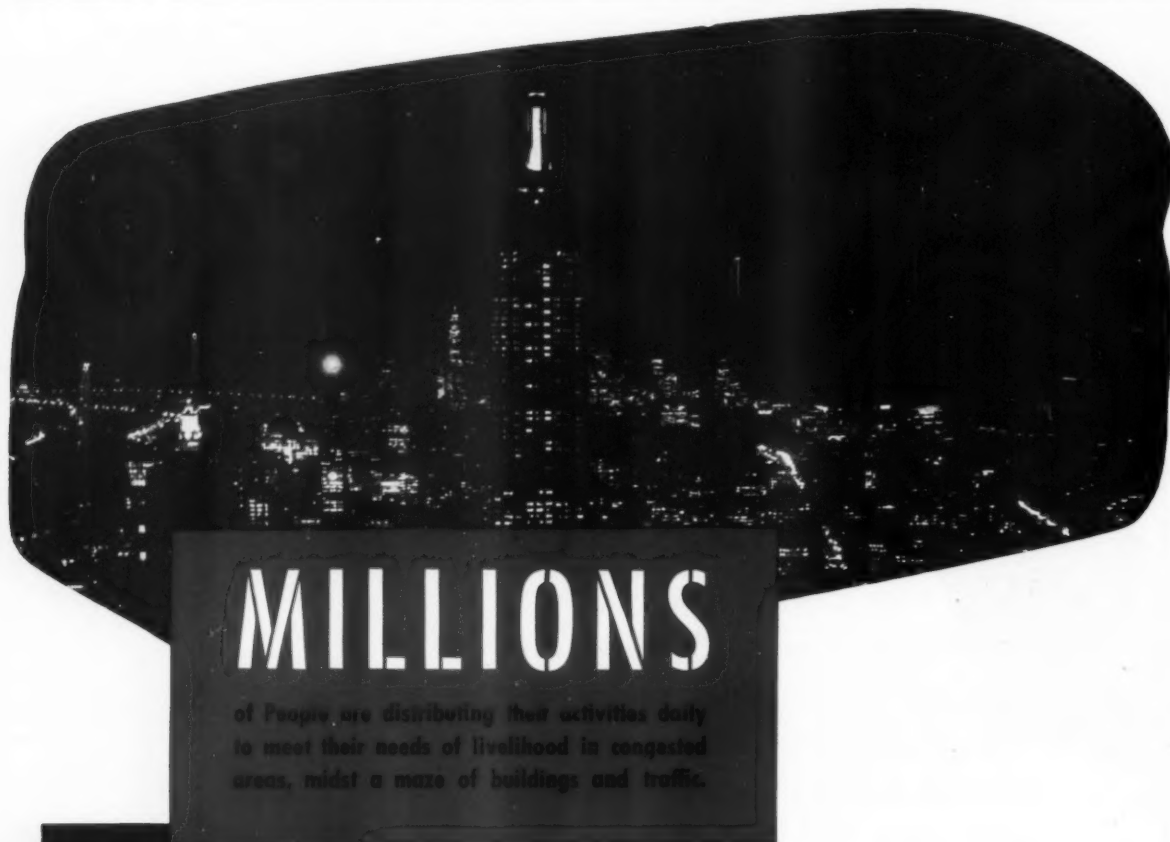
CINCINNATI — The Continental Baking Co. has arranged for a \$250,000 expansion program here, it has been announced by Gordon H. Dorsey, manager of the Cincinnati division. Production of Wonder bread and Hostess cakes will be increased 37% while parking facilities will be doubled.

The building program calls for a garage, which will be added to the present garage, and a suite of offices, which will be erected on top of the present garage. The space that will be vacated by the executive and clerical departments will be given over to the baking division and the production facilities will be increased by two new traveling ovens.

—BREAD IS THE STAFF OF LIFE—

## MAINE NAMES DISTRIBUTOR

LOS ANGELES—The Maine Machine Works has recently added Moreau & Risch, 1211 W. Devon Ave., Chicago 40, Ill., to its national group of representatives handling the Maine slicer, wrapper and "Yeast-O-Lator." Richard Moreau and Robert Risch will represent Maine in Wisconsin, Minnesota, Iowa, North and South Dakota.



MILLIONS

of People are distributing their activities daily to meet their needs of livelihood in congested areas, midst a maze of buildings and traffic.

HAKO-SHORT

gives you *controlled distribution* of shortening for best bread quality. The rapid emulsification

of shortening, right in the mixer, produces a complete and thorough *distribution* so that the shortening efficiency is multiplied many times. Fermentation is better, with improved dough development and flavor. Doughs are velvety smooth for best machine make-up and full-volume proofing. Breads have fine grain and tender texture with best eating quality. Thorough distribution of the shortening throughout the crumb structure improves moisture retention and on-the-table freshness that brings consumer repeat buying.

Let the HACHMEISTER bakery representative prove how HAKO-SHORT will help you produce the kind of quality breads you and your customers really want.

*Better Bread begins with Hako-Short!*

HACHMEISTER-INC.

PITTSBURGH, PA.



MEMBER





# What Makes It So GOOD ?

1✓

**Wheat  
Selection**

2✓

**Testing**  
Laboratory—  
Pilot Mill—Bakery

3✓

**Facilities**  
(Equipment)

4✓

**Milling  
Know How**

5✓

**Housekeeping**  
(Pest Controls)

6✓

**Service**  
Handling & Shipping

7✓

**Priceless  
Ingredient**

## 5 Housekeeping (Purity Safeguards)

### IN THE WHEAT

Insect control at the farm level is the first and important step in producing pure flour. Our Nebraska Grain Improvement Association is conducting intensive general educational work among wheat growers in behalf of cleaner methods of handling and storing grain.

When wheat with visible infestation is received we route it to non-food channels. Proper fumigation is applied to wheat entering the grain bins to eliminate hidden contamination.

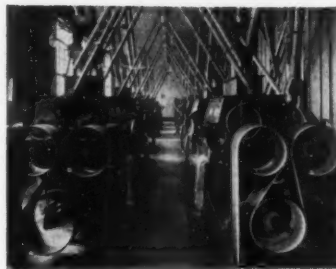
### THRU THE MILL

Following a daily sanitation program is a "must." Continuous spot fumigation is supplemented with vacuum cleaning system. Laboratory Microanalytical Tests are the constant police guarding the purity of GOOCH'S BEST Flour.

### TRANSPORTATION

Clean, insect free cars only are used in shipping GOOCH'S BEST Flour.

Each car before loading is thoroughly cleaned and then fogged with a "TIFA" dry fogging machine. This equipment produces Microscopic particles of insecticide that penetrates into the smallest crevices destroying the most elusive pest.



## GOOCH'S BEST FLOUR

**GOMEC**  
Hard Winter

**AKSARBEN**  
Spring

Needs No Blending to

*Make GOOD Bread*

**GOOCH MILLING & ELEVATOR CO.**

**LINCOLN, NEBRASKA**

*Daily Capacity 5,000 Cwts.*

*Elevator Space 2,100,000 Bus.*

## ANSWERS TO "DO YOU KNOW?"

Questions on page 40

1. **False.** The steam should be left on until the loaves have fully expanded. If the steam is left on too long, the crust may become too thick and tough, due to too much gelatinization of the starches on the surface of the loaves.

2. **True.** The proper preparation and manufacture of lemon or orange peel

is quite a complicated process. Very few bakers prepare their own candied peels as it is more economical and satisfactory to buy them from manufacturers who have facilities to produce them uniformly.

3. **False.** Overbaking them may cause the cracking of the filling after they are removed from the oven. The use of too much starch or flour and also too many eggs may cause this difficulty. Not using enough moisture in the filling is also a possible cause.

4. **True.** In making bread or rolls it would take about 13 lb. of milk solids (nonfat) to replace 1 lb. of sugar in the dough in order to obtain

about the same sweetening value. Nonfat milk solids contain approximately 50% lactose.

5. **False.** When the cans are placed in hot water the berries have a tendency to break down and become mushy. This spoils the appearance of the filling. The best procedure is to thaw the berries gradually.

6. **True.** It would also be necessary to reduce the water used in the formula by 8 lb. 8 oz. and the sugar by 11 lb. 8 oz.

7. **True.** When baking powder is used, the inside of the cake will have a disagreeable grayish brown color. The crust color will also be unappe-

tizing. Soda will produce a rich brown color when used in proper proportions. The baked cake should be somewhat on the alkaline side.

8. **True.** The trouble can sometimes be remedied by decreasing the yeast food in the dough.

9. **False.** This nut is a good source of vegetable oil which is used in the manufacture of vegetable shortenings.

10. **True.** In our opinion the seeded raisins will produce the best flavor. However, when this type is used the batter may become somewhat darker due to the syrup on these raisins. They also break up more readily during the mixing process, which results in the appearance of the cake crumb not being quite as nice as when the seedless type raisins are used.

11. **False.** It is usually recommended that the baking powder be reduced from about 33 to 50%. A few experiments will show the proper adjustment to make in order to obtain the best results.

12. **True.** The addition of one or two extra ounces of flour to each quart of egg whites usually eliminates this trouble.

13. **True.** They also may be used in making almond custard cream pies. In this case the ground dried macaroons are incorporated into the custard cream filling and also sprinkled on top of the meringue before it is browned in the oven.

14. **False.** It will require approximately from 2½ to 2¾ oz. of soda bicarbonate to neutralize the syrup.

15. **True.** When a higher temperature is not used, bursting on the sides of the loaves is very apt to occur. The temperature on the bottom should be increased about 25° F. This is necessary due to the perforated sheets of metal under the loaves absorbing some of the heat. Also, plenty of low pressure steam should be used in the oven.

16. **False.** The 5 lb. of butter may be replaced by 4 lb. of shortening, 13½ oz. of milk and 2½ oz. of salt.

17. **False.** When oil is used the volume of the bread is reduced. The oil seems to mellow the gluten in the dough to such an extent that volume is held down.

18. **False.** Quite a number of bakers use from 4 to 6% corn sugar, based on the weight of the flour, in making pie doughs. This sugar is used in order to obtain a richer crust color.

19. **False.** This trouble would be increased by the addition of soda. The addition of one ounce of cream of tartar to about 15 lb. of cake batter has been found to eliminate this trouble in some instances.

20. **False.** Dark rye flour has the more pronounced rye flavor.

—BREAD IS THE STAFF OF LIFE—

### BAKERY FLOOR MAINTENANCE

CHICAGO — One of the papers presented at the 26th annual meeting of the American Society of Bakery Engineers was that on the subject of Care, Treatment and Maintenance of Bakery Floors by J. B. Jassoy, Regan Brothers Co., Minneapolis. This paper has just been released to the membership in the form of a 6-page bulletin. The paper covers the care, treatment and maintenance of wood, tile and concrete floors. A copy of the 6-page bulletin will be sent on request to the Secretary, Victor E. Marx, Room 1354, LaSalle Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 6¢ stamped, addressed envelope of the long type is enclosed.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS



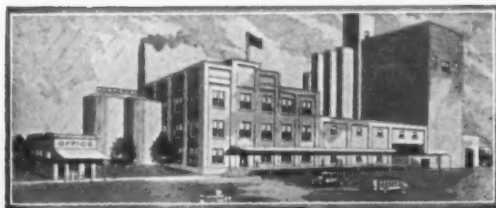
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

**T**HERE must be a reason when a flour brand can meet the test of more than 70 years of baking. The name "Hunter's Cream" on our highest quality flour is the oldest flour brand in Kansas. The reason — top notch baking quality in every sack that bears this famous name.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY





## *Uncompromising Quality Since 1776*

With pride the early American craftsman stamped into his hand-wrought silverware the hallmark, his emblem of integrity and quality. It is with similar pride Shellabarger's points to its crest, a symbol of uncompromising quality since 1776. Widely preferred among quality-conscious bakers, Shellabarger's Flours are the product of nearly two centuries of skill and know-how. The Shellabarger's crest is your best protection for steady, dependable bakery performance.

Since 1776? SHELLABARGER'S FLOUR MUST BE GOOD!

**SHELLABARGER'S, Inc.**  
SALINA, KANSAS

**PEACOCK  
BIG "S"  
GOLDEN BELT  
PANCRUST  
WONDERSACK  
DOUGHBUSTER**

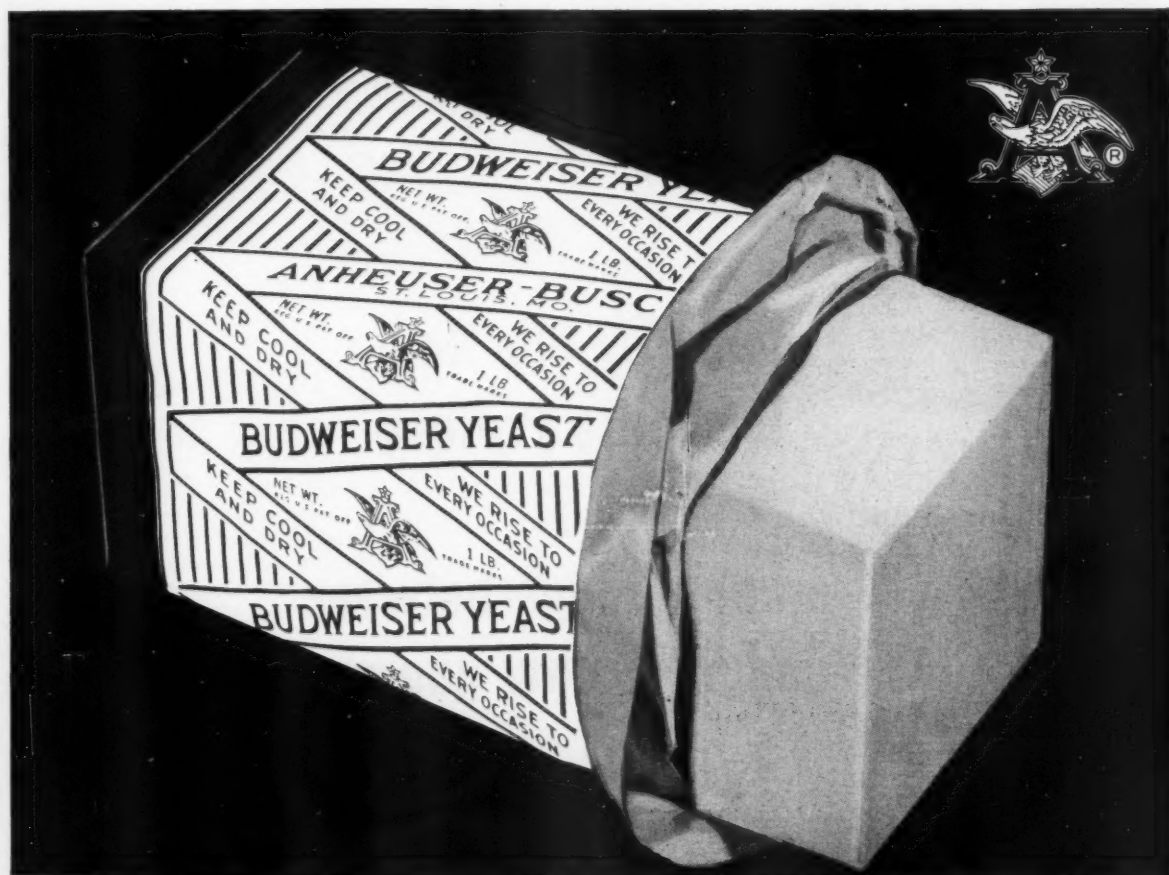
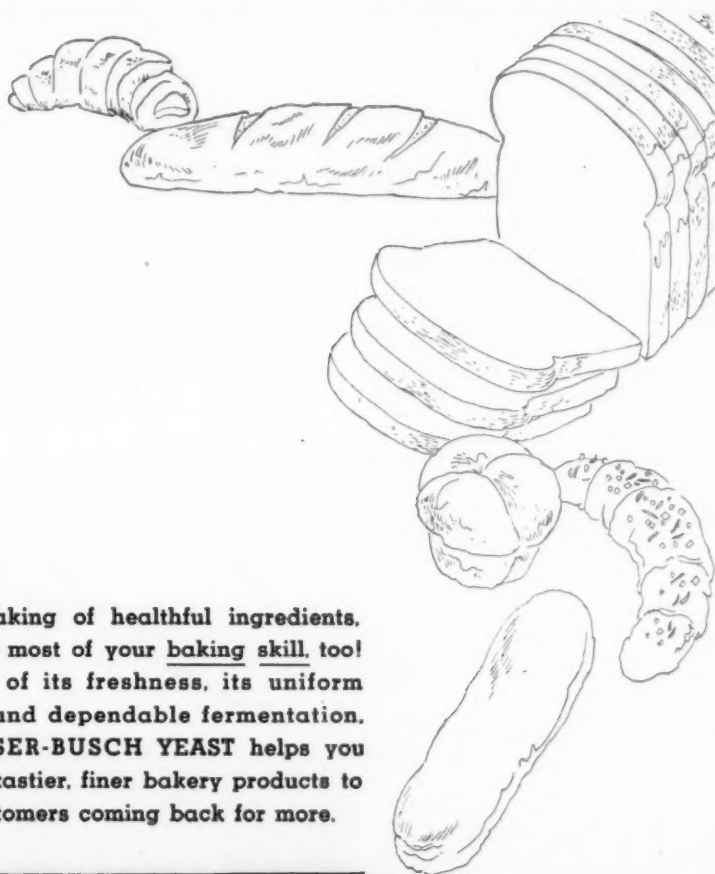




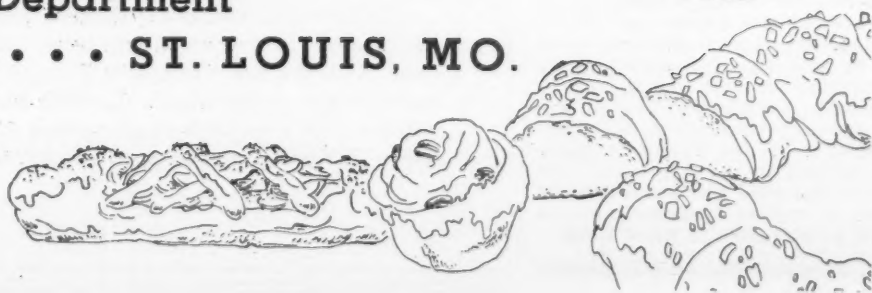
## brings customers in... brings them back!

Make the most of your promotion material! Display it...talk about it... show your customers the recipes and the chart of healthful ingredients that make your bread enriched bread.

And, speaking of healthful ingredients, make the most of your baking skill, too! Because of its freshness, its uniform quality and dependable fermentation, **ANHEUSER-BUSCH YEAST** helps you produce tastier, finer bakery products to keep customers coming back for more.



Bakery Products Department  
**ANHEUSER-BUSCH, INC. . . . ST. LOUIS, MO.**



## Ringing

## the Baker's

## Doorbell

The Ideal Baking Co. has moved to its new location on St. Louis St. in Batesville, Ark. E. L. Cochran, who bought the plant four years ago when it operated only three trucks, said all new equipment will be installed. The company now has 15 trucks.

The Shipley Holsum Bakery, Inc., Muskogee, Okla., has been chartered with capital stock of \$75,000. Incorporators are W. G. Shipley, Grace Cotton Shipley and Martha Shipley Leach, Fayetteville, Ark.

The Everix Bakery in Fond du Lac, Wis., has opened a branch store in the newly opened Krambo Food Store at 15 Court St. The new department handles breads and pastry with unwrapped delivery provided hourly. The new local Krambo store is one of 20 super markets operated by C. L. Kramlich and L. S. Kramlich in Wisconsin. Most of the stores have a similar tie-up with some leading bakery in the community in which the store is operated.

Les Frowien has recently installed a new slicer and sealer in his Fontana (Cal.) Bakery.

Vanderpool's Bakery, El Paso, Texas, has just acquired a complete new set of show cases for its retail outlet.

George Devita recently opened a new retail bakery at 2527 W. Ninth St., Los Angeles.

Mrs. E. Kiser recently installed a new dough retarder in her Broadway Village Bakery at Tucson, Ariz.

V. E. Smith has just installed a new bread slicer and sealer in his Smith's Cottage Bakery, Bakersfield, Cal.

Tom Jenkins has moved his T & S Bakery to 218 W. 4th, Los Angeles.

Chuck's Do-Nut Shop has been opened at 614 E. Kentuck St., Denver, by C. W. Siegfried.

Elkins Bros. Bakery, 9109 S. Western Ave., Los Angeles, has just installed a new bread slicer and sealer.

The Sheboygan (Wis.) Baking Co.,

established in 1926, and operated by Herman Siegert, has been sold by him to Adolph Jasper. The bakery is one of the largest in the Sheboygan area and employs approximately 18 persons. Mr. Jasper is a veteran of 42 years of business in Sheboygan, and until he entered semi-retirement about six years ago, had for four years operated the Hirsch Bakery in

Sheboygan. The new owners will continue featuring Gold Crust, Half and Half Dark Rye breads, which have been distributed in the area for many years.

Lou Bragg, owner of the G I Bakery, Medicine Lodge, Kansas, has reenlisted in the Navy at his old rating of cook first class. Mrs. Bragg took

over the bakery when her husband was transferred immediately to the West Coast.

Clifford Frey has announced that he has purchased the Uptown Bakery in Cairo, Ill., from the former owners. The name of the bakery has been changed to Cliff's Sweet Shop. At present, Mr. Frey is making dough-

# Announcing

# THE NEW

## Made by our New "Temperite Process"

## Workable range between 60°F and 90°F now guaranteed

### COTTONSEED FLOUR USE IN BAKED GOODS STUDIED

OKMULGEE, OKLA.—The nationally recognized bakery department of the Oklahoma A&M College School of Technical Training here is being considered by the U.S. Department of Agriculture to conduct baking experiments with processed cottonseed flour. The college has offered the services of personnel and the use of the modern experimental bakery laboratory which is used in training bakers as a supplement to their regular shop production practice. According to L. K. Coville, director, the purpose of the experiments will be to determine whether cottonseed flour, as well as wheat flour, can be used to advantage in baked foods.

**A** GAIN a basic baking need has been answered. Quik-Blend, originally made to help bakers get the housewife out of her kitchen by producing better cakes than she could bake herself, has taken another step forward.

Quik-Blend is now made by the new "Temperite Process" to give you an even better shortening. With this new "Temperite Process" we guarantee you all the original fine Quik-Blend qualities, plus a workable range between 60°F and 90°F! You know how important that is in

your day-to-day shop operations. And, furthermore, with this new "Temperite Process" Quik-Blend you get increased aeration in icings—icings that will be smooth—the kind you have always looked for.

Now, under all normal working conditions, this new "Temperite Process" Quik-Blend is great for easy mixing, giving you smooth batters because of the improved emulsification. That is why we can guarantee you top-grade finished products in all kinds of cakes and icings.



nuts and breakfast rolls. Later on, the sweet shop will carry a complete line of sweet goods.

Canadian Bakeries, Ltd., has taken an option on the bread business of James Hendry at **Penticton, B.C.** It is reported that if the deal is completed Mr. Hendry will continue his pastry business.

Comers Bakery, **Waukesha, Wis.**, has completed a remodeling, improvements program at its branch store at 244 W. Main St. Featured in the modernized shop is a recessed front glass window and aluminum full-

vision doors. Provision has been made for a delicatessen counter which will be opened in the near future. The remodeling gives greater display space and allows customers more choice in buying bakery goods.

Edgar T. Grove, a graduate of Dunwoody Baking School, Minneapolis, has established his own bakery, the Grove Bake Shop, at **River Forest, Ill.**

J. J. Kunferman has sold his bakery business at **Vancouver, B.C.**, to J. D. King and G. G. Fletcher.

Harold Burtch, Los Angeles retail baker, has expanded and is now oper-

ating a wholesale shop, Pure Pride Baking Co., at 4209 S. Figueroa St., **Los Angeles.**

The Ontario Biscuit Co. has filed plans with the city of **Buffalo** to make repairs to its plant building at 12 Watson St., at a cost of \$2,500.

Dick Brothers Bakery has announced acquisition of property at 817 Chicago St., **Manitowoc, Wis.**, adjoining its present property, which will give the bakery room for erection of a garage and storage area. According to Oscar Dick, vice president and secretary of the firm, the

#### MIAMI SCHOOL OFFERS BAKING COURSE

**MIAMI**—A course in modern baking techniques has been opened in the Evening Trade Extension division of Vocational School. Classes are held twice weekly, Monday and Wednesday evenings, from 7 to 10 p.m. The 72-hour course is offered without cost to professional cooks and bakers.

bakery will acquire possession of the property in mid-February, 1951. It has a 60-ft. frontage on Chicago St. and extends 100 ft. south.

A delivery truck and car have been added to the equipment of the Golden Krust Bakery, **Alva, Okla.**

John Jumper is the owner of the new Pico Pastry Shop at 2232 W. Pico, **Los Angeles.**

S. Freed has purchased Thompson's Bakery, 7919 Beverly Blvd., **Los Angeles.**

O. P. Lemke recently bought Schubert's Bakery at 1448 Westwood Blvd., **Westwood, Calif.**

Charles Fritzel, old-time Santa Monica baker, has just opened a retail bakery at 1900 Lincoln Blvd., **Santa Monica.**

Mary Clark has opened the Happy Heart Products at 2393 E. Washington, **Pasadena, Cal.**

Plans have been filed by the Albert Cohen Bakery, 1132 Broadway, **Buffalo**, to make alterations to its building at a cost of \$25,000.

A business name has been filed in the Erie County clerk's office for the Village Bakery, 33 Lincoln Pk. Dr., **Kenmore, N.Y.**, by Robert C. Langendorfer and Donald R. Kilian.

Ed's Baking Co., Inc., **Jamestown, N.Y.**, has announced it is now back in full production following a recent fire in the plant.

Leiker's Bakery, 2077½ W. Jefferson, **Los Angeles**, recently installed a new automatic doughnut glazer.

The Avenue Bake Shop has opened at 1321 W. Fifth Ave., **Gary, Ind.**, with a three-day opening celebration. The new business is featured as "Gary's Finest and Most Complete Bakery."

The Becker Pretzel Bakery in **Baltimore, Md.**, is enlarging its plant and warehouse facilities at a cost of approximately \$20,000.

Newton Gay has opened a bakery at 2nd and Walnut Sts., **Jacksonville**, which he is operating under the name of Russell's Bake Shop.

L. Dixon has reopened the old Evergood Bakery at 5410 S. Normandie, **Los Angeles.**

The Swiss Bakery at 1352 W. 5th, **Santa Monica**, was recently purchased by J. Nobbinkoegel.

Robbin's Bakery has opened at 1731 E. Main St., **La Fayette, Ind.** During the grand opening, in addition to the

# QUIK-BLEND

## SHORTENING

### FOR BETTER CAKES, ICINGS, SWEET GOODS

Try the new "Temperite Process" Quik-Blend and find out for yourself what a superb shortening it really is. Your Shortening Headquarters Man is at your service to show you why "Temperite Process" Quik-Blend is truly today's great Cake, Sweet Goods and Icing shortening.



Shortening  Headquarters

## WESSON OIL & SNOWDRIFT SALES CO.

NEW YORK • CHICAGO • SAVANNAH • NEW ORLEANS  
SAN FRANCISCO • MEMPHIS • HOUSTON

bread line, the new store featured a variety of cakes and assorted cookies.

Mrs. Mildred Gold, operator of the Milgold Bakery in Beverly Hills, Cal., is moving into new, enlarged and re-furnished retail bakery premises.

Under new ownership and management, Kenney's Pastry Shop, Fairmount, Ind., has become Phil & Don's Pastry Shop, offering all lines of bakery goods.

The Wm. H. Heinemann Bakeries, Inc., has opened a retail store at 2138 W. Fond du Lac Ave., Milwaukee. It

is the 14th unit now being operated by the Heinemann firm in Milwaukee.

The Elrod Bakery, Lackawanna, N.Y., will be opened in a new shopping center to be erected here, called the L. B. Smith Plaza. Parking area will be provided for about 1,000 cars.

The Pompano (Fla.) Bakery, owned and operated by I. Klukas, which has been closed for some time, is again open.

Smith's Pastry Shop, 50th and May, Oklahoma City, will be opened soon in a new building now under construc-

tion. The shop will be retail and will be the third of the chain—the others being located at 36th and Snartel, Oklahoma City, and in Midwest City, Okla.

Howard Steel, 68 Pier Ave., Hermosa Beach, Cal., has just installed a new set of show cases in his retail shop.

The Patty Cake Pastry Shop on N.E. 79th St., Miami, has been closed.

The Dresden (Tenn.) Donut and Ice Cream Shop operated by James and

Raymond Bradberry, is now open and serving the public with fresh home-made ice cream and doughnuts. The shop will be open seven days a week.

Abe Singer is opening the Pure Food Bakery, Inc., at 238 N.E. 79th St., Miami. The bakery will be equipped with the most modern machinery and is air conditioned throughout.

Lester Smith has joined his brother, J. B. Smith, in the operation of the Jovette Bakery, Eustis, J. B. Smith has been operating the bakery for some time, and now his brother, a baker of some experience, is joining as a partner.

Phil Gordon is now the sole owner of the Orpheum Food Fair, 832 S. Broadway, Los Angeles, having succeeded to the interest of Sam Gorad.

The Supreme Baking Co., Inc., of Gaffney, S.C., has been incorporated to deal in baking products with capital stock of \$6,000. The president is Charles T. Poole.

A two-alarm fire of undetermined origin caused \$10,000 damage to the Atlas Pie Co. in St. Louis, recently. James D. Kalemari, owner of the pie company, said two delivery trucks, a baking oven valued at \$4,500 and miscellaneous equipment were destroyed.

The Bevins Bakery Co. in Cincinnati has been incorporated as a wholesale baking concern, with 200 shares of no-par stock. The firm was formed by Glenn E. Bevins, formerly associated with another baking concern.

Dan Garvin has changed the name of his bakery to Virginia Ann Bakery and has reequipped it and moved to 477 Main St., El Centro, Cal.

The Drexel Bakery, Oklahoma City, formerly owned by Don Gorrell, has been sold to the Mrs. Pemberton chain.

A new bakery department has been inaugurated on the first floor of the Scranton Dry Goods Co. store, Scranton, Pa., as part of the company's expansion program.

Johnson's Bakery, Ada, Okla., has installed a bread-wrapping machine.

Norman Zettler, son of the late Martin M. Zettler, president of the Butternut Baking Co., Oshkosh, Wis., has inherited the business from his father. The balance of the estate goes to the widow, Mrs. Agatha Zettler.

#### FATS AND OILS PRICES TO HOLD UP

WASHINGTON — Prices of most fats and oils during the next 12 months probably will remain above a year earlier, according to the Bureau of Agricultural Economics, since consumer incomes and industrial activity will be higher than in the past year. Output of fats and oils from domestic materials is likely to be the same as the 11.9 billion pounds produced in the year ending Sept. 30, 1950. Prices of lard and vegetable oils may decline this fall, reflecting the seasonal peak in output.

# It Pays

## to use NONFAT DRY MILK SOLIDS

in these approved percentages:

6% or more in bread and rolls  
15% in soft cakes  
6% in doughnuts  
10% in cookies



**MILK SOLIDS**  
MAKES THE DIFFERENCE

BAKERS build sales on the solid foundation of customer satisfaction when their formulas contain nonfat dry milk solids. There's no simpler or more positive way to enhance texture, flavor, nutrition and aroma of these products.

Baked foods made with nonfat dry milk solids have greater eye appeal, taste better . . . and sell faster. It's just good business to feature this dairy-source ingredient for which there is well-established consumer acceptance. When 6% is used in bread, you can emphasize this fact in your advertising: "Each 1 lb. loaf contains the nonfat milk solids of 7 ounces of milk".

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago



# TIME IS PRICELESS



MAKE EVERY MOMENT COUNT

use

*Paniplus*  
FOR  
BETTER MACHINING DOUGHS  
AND ON TIME SCHEDULES

THE PANIPLUS COMPANY • 742 BOARD OF TRADE BUILDING • KANSAS CITY 6, MISSOURI

# Public Relations and Promotion



**T**HERE is an old saying about one "never misses the water until the well runs dry." I'd like to draw a parallel to that particular bit of wisdom. It wasn't too long ago that our business transactions (our well) had plenty of sales in them (the water). All of you will agree that in the majority of cases,

By James L. Dooley  
Halter's Pretzels, Inc.

selling became very close to a lost art. When we wanted water (more sales), we simply had to go to the "well" and dip the bucket—the sales were always there, always plentiful

and patiently waiting for the taking.

But then, almost overnight, something happened to the "well." Its "water" (or sales) level suddenly started to drop. Some, a minority, saw the falling of the "water" as a danger signal and did a very natural thing—started looking for a supplementary source of "water" and the

majority who took the trouble to look, found it.

Others of us who hadn't taken the initiative to look for other ways of getting that "sales water" now find ourselves attempting to get the "water" out of the old well and we've got to use "sponges."

We are beginning to feel the "pinch" from the lack of "sales water."

But what's happened to the minority who last year and the year before turned to find other ways of getting sales when they saw the "old well" start to go down?

They're all doing pretty well, thank you. They found a lot of new ways to get "sales water." It's a known fact that in some cases the reason our "old well" is going down as fast as it is, is partially because some of the sales that were feeding into it have been diverted into the "wells" of the "smart boys."

Yes, our "well" is just about dry. We are starting to miss the water

**EDITOR'S NOTE:** The accompanying article by James L. Dooley, public relations director of Halter's Pretzels, Inc., Canton, Ohio, comprises the essential text of an address delivered at a recent meeting of the Biscuit & Cracker Distributors Assn. in Cincinnati. In it he reviews the importance of a good public relations and promotion program and outlines ideas that have worked successfully for his firm.

and what are we going to do about the situation?

There is only one thing we possibly can do: Determine to seek or manufacture other means of getting that very vital "saleswater." If we don't, just try to quit using this so-called "water" and watch how fast our business shrivels and dies.

As a matter of fact, gentlemen, we won't be making any startling new decision. This decision was made for us by the consumer in the past two years, during which time our economy changed from a "seller's market" to a "buyer's market."

I can only briefly tell you how and where to start looking for your sources of "sales water." You already know why and when.

## Two Important "Tools"

We are all going to be "prospectors." Now, in your prospecting, if we can call it prospecting, you will need an acute awareness of two very important and very necessary "tools"—public relations and promotion.

Public relations, in essence, is our "dealings with people."

When Cleopatra welcomed Mark Antony in luxurious splendor on the banks of the Nile, she was practicing public relations.

When Sears Roebuck achieved outstanding success with its profit sharing plan for employees, that was good public relations.

Women are the smartest public relations practitioners in the world. When your wife serves your favorite dish, that, too, is public relations.

Every company, regardless of size, each day has thousands of "dealings with people"—that is, relations with the public.

Whenever your salesman makes a customer happy, that's public relations.

When your receptionist or telephone operator in your office is pleasant and helpful, that's public relations.

When a consumer gets real pleas-



## Get set for the salesman with this line!

The next time any salesman puts his tongue in his cheek and tells you all nonfat dry milk solids are alike... let him have both barrels!

Tell him that all nonfat dry milk solids may look alike but that's where the comparison stops.

Tell him that when you buy milk solids you consider all these important factors: Freshness! flavor! uniformity! absorption! yield!

Then point out to him that today's high ratio formulas call for quality ingredients... that you cannot afford to jeopardize your formulas with anything but the best.

With Borden's Bakery-Tested Breadlac you are assured of the best. Here's why:

### Milk Tested for Quality and Purity!

Breadlac is made only, of the highest quality milk from carefully selected herds. Even so, Borden tests this milk for purity and bacteriological count and rejects any which does not satisfy every demand made by Borden's rigid standards.

Thus, the first test is made at the source

of supply before the milk is even accepted. Then, once approved, the fat is removed and the milk dried according to a special process pioneered by Borden years ago.

Then, to guarantee superior performance in your plant it is...

### Bakery-Tested for you!

Yes, Breadlac is thoroughly Bakery-Tested to give you all these fine qualities mix after mix: A bread with natural softness and silkiness. A bread with rich brown crust color, good slicing quality... wonderful aroma and flavor.

Batches of nonfat dry milk solids which do not meet our "Bakery-Tests" are rejected and never sold as Breadlac.

Remember that Borden's pioneered the Bakery Test years ago and that Borden's Bakery-Tested Breadlac is the standard of measurement in leading bakery research laboratories!

For your bread and cake formulas why not order Borden's Bakery-Tested Breadlac through your jobber now or write to us direct?



# Borden's BREADLAC

SPRAY-PROCESS NONFAT DRY MILK SOLIDS **BAKERY TESTED** FOR BAKERS

The Borden Company, 350 Madison Avenue, New York 17, N. Y.



Fine, even grain! You can forget "wild breaks" when you use 6% Borden's Bakery-Tested Breadlac!



What flavor! 6% Borden's Bakery-Tested Breadlac makes the kind of bread everybody comes back for!



Creamy crumb color, and such wonderful toast! 6% Borden's Bakery-Tested Breadlac improves the best bread!



6% Borden's Breadlac not only gives you bread that looks and tastes better but is so superior nutritionally!

Your customers will want to know this! To increase sales, tell them in your advertising and on your wrappers.



# STAR SALESMEN



**FULTON'S FAMOUS  
MULTIWALLS** to your  
own specifications, all  
types — sewn open mouth,  
sewn valve, sewn valve  
with l.c. sleeve, sewn valve  
with tuck-in sleeve...  
*Fulton makes your  
style multiwall.*

Your selling job is half finished when your product reaches the dealer's store. It must move on to the consumer to complete the sale. That's where your bag container puts in its best sales licks for you.

Sturdy construction that protects the contents... attractive brand design that has eye-appeal and convincing sales punch make your package a winner on the home-stretch to sales.

When your sales are lagging at the half-way mark... take a good look at your package. Is it doing all that it might be made to do in pushing the old sales curve up?

Fulton will be glad to help you in perfecting a bag that will carry its full share of your sales load... call us. There's a Fulton branch near you.

*Fulton* **BAG & COTTON MILLS**

• ATLANTA  
• ST. LOUIS  
• DALLAS  
• KANSAS CITY, KANS.  
• DENVER

• MINNEAPOLIS  
• NEW ORLEANS  
• LOS ANGELES  
• NEW YORK,  
434 BROADWAY

ure or satisfaction from using your product or products, that's public relations.

When thousands of people read in the newspaper that you are expanding your warehouse, office force, or fleet of delivery, creating new jobs, that's public relations.

When an executive of your company is made an officer of a trade association or civic organization, that's public relations.

When you gladly loan your best trucks to the Red Cross to help out in an emergency, that's public relations.

Occasionally, one runs into the "Rip

Van Winkle type" of executive who says his "business is too small to have to worry about public relations, so why should he bother," or "someone else in the company looks after that" (it develops the "some one else" is in Florida on an extended trip) or "we have gotten along without it so far," or "we leave that to the trade association."

In thinking of this kind, real danger lies. It has a powerful tendency to carry us to state socialism. Fortunately, this kind of thinking is on the decrease.

What these "head-in-sand" managements do not realize is that pub-

lic relations is like sex. It is something you've got whether you want it or not and whether you consciously do anything about it or not.

Either people think well of you and your products, think badly of you and your products, are lukewarm or just don't know enough about you or your products to have any opinion.

Your goal in a public relations program should be to have all of your public with which you come in contact, directly or indirectly, know you and your products readily and think well of you and your products.

Building such productive relationships involves telling your company's

## BAKERY SUPPLY MAN "INVENTED" ATOM BOMB

**PORTLAND, ORE.**—The man who intended the atom bomb and blew up the world with it in 1928 probably worries as much about doughnut mix as he does about blasted planets. Edward E. Smith, general manager of J. W. Allen Co., Chicago, is one of the most prolific of science fiction writers. He was in Portland recently attending a world's convention of science fiction fans and writers. He is credited with the first fictional account of an A-bomb and was 'way ahead of a market when he finished it in 1920. In 1928 he finally sold it to *Amazing Stories* for \$75. "It wasn't considered dignified for scientists or engineers to write science fiction, but I was chief chemist at a flour mill in a small town where nobody read science fiction," Mr. Smith said.

story, simply and truthfully, through all available channels. It is a continuous job of keeping the public informed as to what your organization is doing, with special emphasis on services you or your products are rendering to the public.

Being a good business citizen is not of itself enough. You must also do a systematic job of telling the public about it. In the words of the Bible, you must "let your light so shine before men that they may see your good works."

False modesty has no place in this picture. It is only good, common sense to realize that public opinion is a powerful force, a force that can make or break your enterprise in 24 to 48 hours.

The way to good public relations has been summed up very simply in these words, and I believe they are good ones to start remembering from today forward: One, do good; and two, tell other people about it.

And so, that brings us to the other "tool" with which we are going to do our "prospecting" for that badly needed "sales water"—the more dynamic tool—promotion.

Today, doing business without promotion is like winking at a girl in the dark. You know what you are doing but nobody else does!

### Possibilities Are Numberless

For the sake of brevity, I'd like to have you think of promotion in terms of anything done to promote the sale of your product or products. Promotional possibilities are numberless. Promotional avenues are more varied from the standpoint of appeal, type and expense (and I know expense to you people is a very touchy subject) than there are words in the English language.

Promotion can be as simple as the changing of a single word in a sales slogan or a salesman's presentation, or it can be as complex as a campaign using newspapers, radio, billboards, sampling, coupons, surveys and displays.

Promotional functions depend on two things—what you wish to accomplish and how much money you have to spend accomplishing it. The shorter your budget the more ingenuity and originality have to be relied upon.

Again, space doesn't permit any detailed discussion on the techniques, the possibilities, the advantages or disadvantages of media such as newspapers, radio, sampling, etc.

Instead, I'd like to tell you briefly of some of the ways you people can

(Continued on page 56)

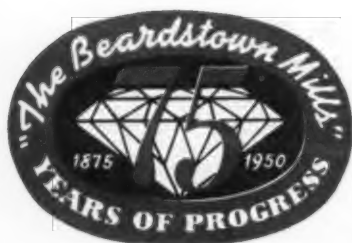
## Our Service is *Specialized* for the **BAKER'S Needs**



Our specialty is milling uniform, top quality flours for bakers. Most of our flour production goes to commercial bakers . . . very little into family flour packages . . . none into prepared mixes.

We concentrate on making a *few* items well. By specializing we do a better job.

It will pay you to investigate the advantages of our central location, complete range of flours and specialized service for ALL your flour needs.



SPRING WHEAT FLOURS ★ HARD WHEAT FLOURS ★ SOFT WHEAT FLOURS

**BEARDSTOWN, ILLINOIS**

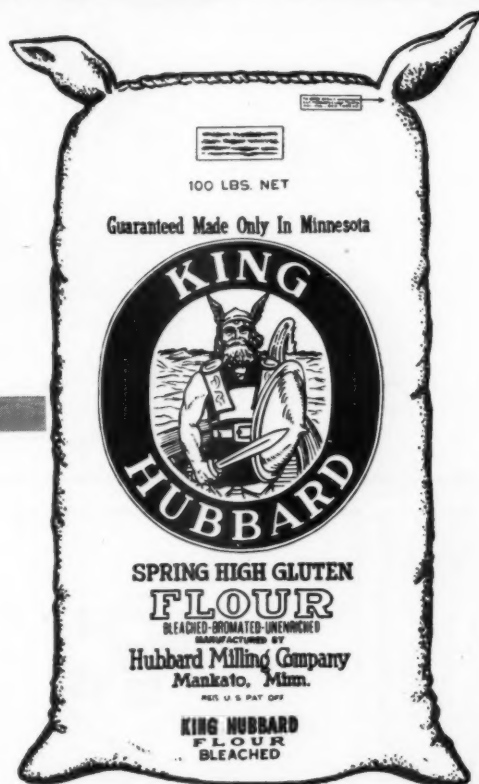




KNOWN FAR and WIDE for

Q  
U

HUBBARD

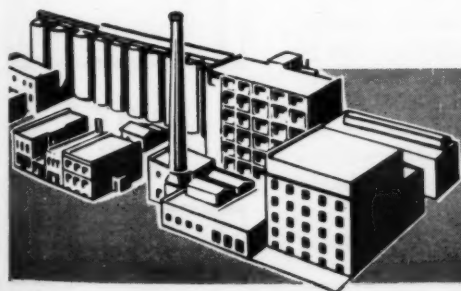


KING HUBBARD  
and  
the new

Sonny Hubbard

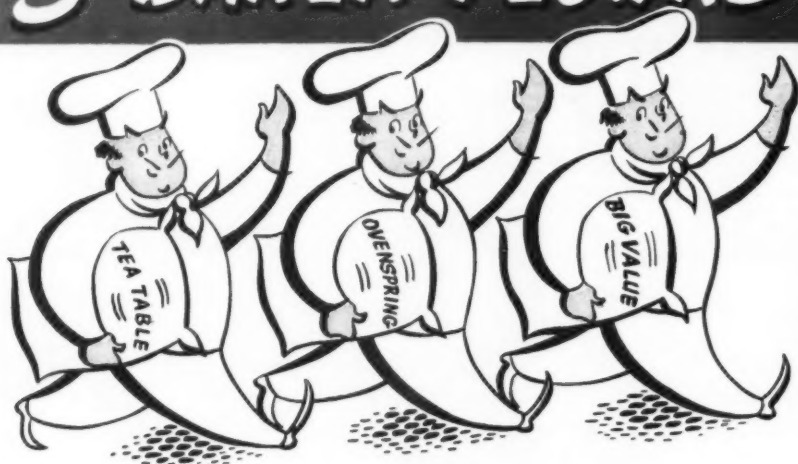
These are the fine Hubbard flours known far and wide for their uniform high protein content. As with all the famous Hubbard quality flours, King Hubbard and Sonny Hubbard are the best in their field.

There's a Hubbard flour to meet your every need!



HUBBARD MILLING CO.  
MANKATO, MINNESOTA

# 3 BAKER FLOURS



that give

*more production—  
fewer worries!*

TEA TABLE

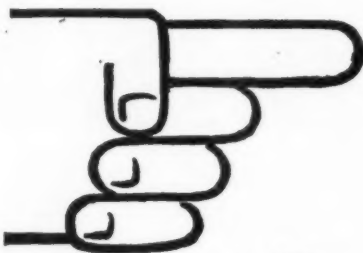
OVENSPRING

BIG VALUE

**THE WEBER FLOUR MILLS CO.**  
SALINA, KANSAS

## A TOP QUALITY SHORT PATENT

Quality firmly based on scientific wheat selection and experienced milling, controlled from first to last with expert knowledge and skill . . . that is a brief description of the merits of SUPERFLOUR. You'll find this bakery short patent a dependable flour for shop performance and desirable loaf characteristics.



**THE WILLIS NORTON COMPANY** Wichita, Kansas  
*Quality Millers Since 1879*

## QUALITY ABOVE ALL ELSE

**SILK FLOSS**



**BREAD AND CAKE  
FLOURS**



*Finest Short  
Patent*

**KANSAS MILLING CO.**  
WICHITA, KANSAS



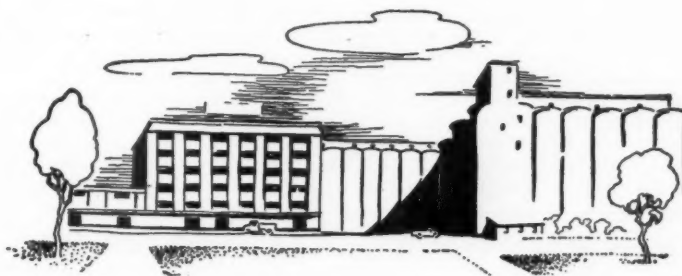
When fermentation reaches its proper peak, you want your doughs perfectly developed as they go to the divider. Doughs that develop properly, handle well and bake perfectly—that is the kind of results you get from SILK FLOSS and SANTA FE TRAIL flours. You can see the extra quality of these premium flours in the better loaf you bake.

**CAPACITY**  
10,000 CWTs.  
**STORAGE**  
4,500,000 BU.

**SINCE**  
1894



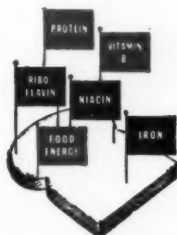
ARNOLD OF STERLING



# THORO-BREAD

*the perfect flour*

**W**E ARE now spending a large sum of money to double our wheat storage capacity. This is part of a continuing program of keeping our milling facilities up to date. We are determined not only to make THORO-BREAD from the finest of raw materials, but also to produce it with the utmost skill, efficiency and economy. That's why THORO-BREAD is such a good flour for the baker.



## ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY  
STERLING, KANSAS

Capacity 2,500 Cwts. Daily

Wheat Storage 500,000 Bus.

ARNOLD OF STERLING

## Public Relations

(Continued from page 52)

look for and receive free advertising and publicity. These things I am about to tell you work. I know. We've been working the very same ideas for the past three years, and brother, have they been "paying off."

The company I represent is a comparatively small manufacturer, but a rapidly growing one. We are located in Ohio, we manufacture pretzels and our business territory now covers

about 20 states.

In a great many respects we are like many of the business men here today. We have no advertising agency because we cannot afford one.

Neither can we afford a cost or original cash outlay for national or regional advertising campaigns as such which might appear in the newspapers, magazines or on the radio.

We sell directly to distributors. Here we meet with competition from other pretzel manufacturers. Our distributors sell to retailers. Here both my firm and the distributor meet more competition from other distributors handling a like product. The

grocer, or retailer, sells to consumers. Here all three of us meet with competition on the open market for the consumer dollar.

We fully realize that we just cannot sit back and watch the "sales water" dwindle in the "well." No matter how little money we have to spend on overcoming competition and buyers' resistance, action is a belief on the part of my firm.

Here are some of the things we do and have done to whip up a "meal" in advertising from the "soup bones" left for our advertising budget. The same opportunities of "stretching

your advertising dollar" are available to you, if you want them.

Four years ago we thought of selling more pretzels on Halloween. The idea started out as a simple one but eventually grew to proportions beyond our dreams. We conceived a plan of loading police cruisers in the city of Canton with bags of our pretzels to give to Halloweeners. Our plan was to have children running after the police, instead of the usual scene of police chasing Halloween vandals down blind alleys.

The idea was successfully received in the city of Canton four years ago. In 15 minutes we had given out through the city policemen over 5,000 bags of pretzels, and our name was on each bag. Halloween vandalism, according to police records that year, was cut 67%. The cost to our company was practically nil, about \$50.

Two years ago we expanded the police pretzel campaign and received an abundance of local and national publicity. Last year, we conducted the same program, by special request from city officials, in over 10 cities in Ohio and Indiana. Included in those cities giving away pretzels were Hamilton County (Cincinnati), Columbus, Lima, Canton, Massillon, Alliance, Dover, New Philadelphia, Ohio, and Fort Wayne, Ind.

Our cost for this large program which included the distribution by policemen of over 50,000 bags of pretzels to children, was around \$700. The publicity we received and the publicity our distributors received free of charge from newspapers, newsreels and radio amounted to a cash value of over \$10,000.

### Santa Claus Idea

On our Santa Claus pretzel program idea we receive at least 30 free 15-minute radio programs each year, plus a healthy amount of newspaper space, plus an ideal sampling campaign. The history of the pretzel lends itself well to the Santa Claus idea—pretzels were traditionally associated with religion. Many centuries ago, the monks of Europe gave pretzels as "little rewards" to children for doing well with their prayers. The word "pretzel" is derived from the Latin term "Pretiola" which literally means "little reward."

Some of our other "free" advertising "space getters" are college research programs, the Halter's air trophy races (which 16,000 people attended last year and which cost us \$50), kids' shows donations and radio newspaper "breaks" locally where we can tie in our product.

Nevertheless, it is human nature for some of us to get along in the same old rut fighting changes, or hesitating to try something different. This, in spite of all the ideas I have given you. It's like the story about the lady with the sable coat who lived in a luxurious hotel that faced the park. Her chauffeur called for her every morning at 11. As he helped her into the car one day, she noticed

(Continued on page 60)

# Laminated Packages Provide Greaseproof Protection for Brown'n Serve

## GREASEPROOF—MOISTUREPROOF LAMINATED PACKAGES LENGTHEN SHELF LIFE OF BROWN 'N SERVE PRODUCTS

Brown 'n Serve products need more protection than fully baked goods. And experience has taught that laminated packages are highly desirable for three very important reasons:

1. **GREASEPROOF — MOISTUREPROOF PROTECTION** prevents the transfer of shortening and moisture from the product to the package, and forms an excellent barrier against off odors and flavors.
2. **STURDY, RIGID CONSTRUCTION** protects the contents against rough handling and crushing in stacking and in transit. Good physical protection should never be overlooked in packaging Brown 'n Serve products.
3. **ATTRACTIVE APPEARANCE** stimulates sales. The high-quality paperboard in laminated packages permits the use of colorful designs and attractive pictures. Windows may be added to give all the desired visibility.



111 WEST WASHINGTON STREET • CHICAGO 3, ILLINOIS

### MEMBERS OF THE LAMINATED BAKERY PACKAGE RESEARCH COUNCIL

Chicago Carton Company, Chicago, Illinois

Container Corporation of America, Chicago, Illinois  
Sutherland Paper Company, Kalamazoo, Michigan

Marathon Corporation, Menasha, Wisconsin

## BAKERS DOUBLE AS VAUDEVILLE STARS

**WILMINGTON, DEL.**—The vaudeville show for the second annual Delaware Air Fair held recently at the New Castle County Airport near here was arranged by the Three Little Bakers—the Immediato brothers, who have won national fame for their acrobatic act. The brothers operate bakeries at 3119 Lancaster Ave. and at 9 Sanders Road, Elsmere.





**F**INE craftsmanship and scientific knowledge combine to give AMERICAN FLOURS their superior baking characteristics. And these human factors are backed with some of the finest milling and grain storage facilities in the entire nation. That is a realistic guarantee of consistent high quality. When you want the best BUY AMERICAN!

Flour Capacity  
4,000 Sacks

Grain Storage  
3,000,000 Bu.

**American Flours, inc.**

G. M. ROSS, *President*    FLEMING ROSS, *Vice-President*    PAUL ROSS, *Secretary*

T. G. McDONALD, *Sales*

E. W. KIDDER, *Sales*

**NEWTON, KANSAS**

## Wheat Flour Institute Issues Complete Catalogue of Materials

CHICAGO—A new, complete catalogue of Wheat Flour Institute materials for teachers, home economists and group leaders has been prepared. Titled "Source Materials," the leaflet, which is mailed to all who inquire about the institute's program, provides enough description of the materials to make sure that teachers will order only what is useful and appropriate to their programs.

"For millers, 'Source Materials'

represents the first evidence of the Wheat Flour Institute's new program, consolidating both the Long Range school materials of 1949 and the home economics literature developed under Mrs. [Clara G.] Snyder," the Millers National Federation has pointed out.

"The philosophy of the new program is explained in the opening letter, offering services to any group interested in improving public health

through education and understanding of food values. The cooperation of group leaders, 4-H and extension workers, adult education classes, school lunch administrators, nurses, social service and public health workers is being solicited aggressively.

"Under the new program, an effort has been made to approach pilot groups of public thought, attitude and action from two sides. On one hand, the institute offers a program and materials for the teaching of all foods. In this channel the industry relies on the fact that there is a growing trend toward nutrition education following the great strides

made in animal nutrition over the past two or three decades. Human nutrition may become part of popular knowledge shared by doctors, housewives, school children and all business and professional groups.

"This growing consciousness of personal food requirements bids fair to leave an imprint on the public mind that will make the 'natural food,' whole wheat and wheat germ fads look like a pockmark.

### Cornerstone of Program

"To teach the story of all foods, an educator must discuss bread, flour and cereals as one kind of food contributing substantial amounts of essential nutrients in human diet at amazingly low cost. Accordingly, the truth about wheat flour foods is told over and over again, whenever and wherever nutrition is taught. This fact is the cornerstone of the institute's long range program."

Requests for Wheat Flour Institute materials and information since the resumption of the school year are reported to be coming in at a rate that "may even surpass the volume of last year."

### New Materials Added

A number of new materials have been added to the list of those available through the institute.

"Eat to LIVE," a guide to better health through better nutrition, is being prepared as a cornerstone in the program. It was found to be necessary because most teachers, called upon to direct pupils in the study of foods, know little or nothing about the subject, the institute has reported. At the same time the finished booklet will serve as a text for more advanced students.

The booklet, "My Guide," has been completely revised to fit into the same program with "Eat to LIVE." The guide book tells what to teach. "My Guide" tells how to teach. Both pieces were developed with the help of educational authorities.

Two new charts have also been added to the list of materials. "A Modern Health Experiment" tells the results of the Newfoundland surveys and makes capital out of the contribution of enrichment to public health. "Design for Better Living" is a revision of the "Wheel of Good Eating" widely used in schools. The new version brought an immediately enthusiastic response because it relates food study to broader aspects of health.

"Family Food-Money Management," a popular short course on how to eat better for less money, has been revised for the new 1950-51 season. Several other pieces of literature have also been revised or projected. They are indicated on the order blank.

Millers and members of their staffs may request sample copies of whatever publications interest them. The form and content of many of the home economics materials will be familiar. They largely contain information about wheat flour and its uses, expressed in recipes. The materials developed particularly for schools are newer, and approach the subject from the broad study of all foods. However, there are also specific materials for school use limited to wheat flour foods.

The monthly publications, "Institute Ideas" and "Durum Wheat Notes," are also known to the industry. They are included in "Source Materials" as part of the new program.

Quantity orders of any of these materials ordered by mills will be charged for at the cost of printing.

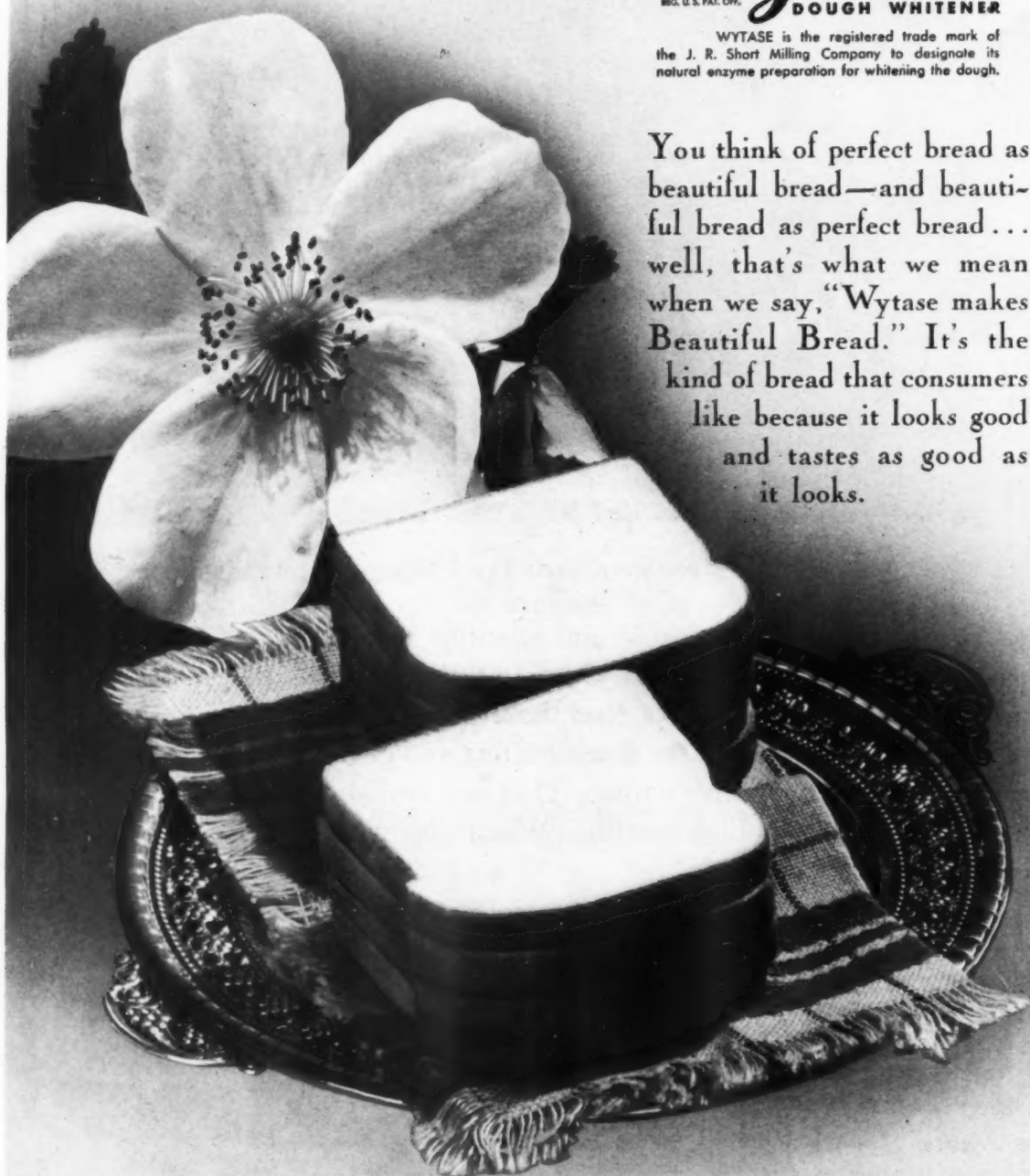
# Beautiful WHITE BREAD

made with

**Wytase**  
REG. U. S. PAT. OFF. DOUGH WHITENER

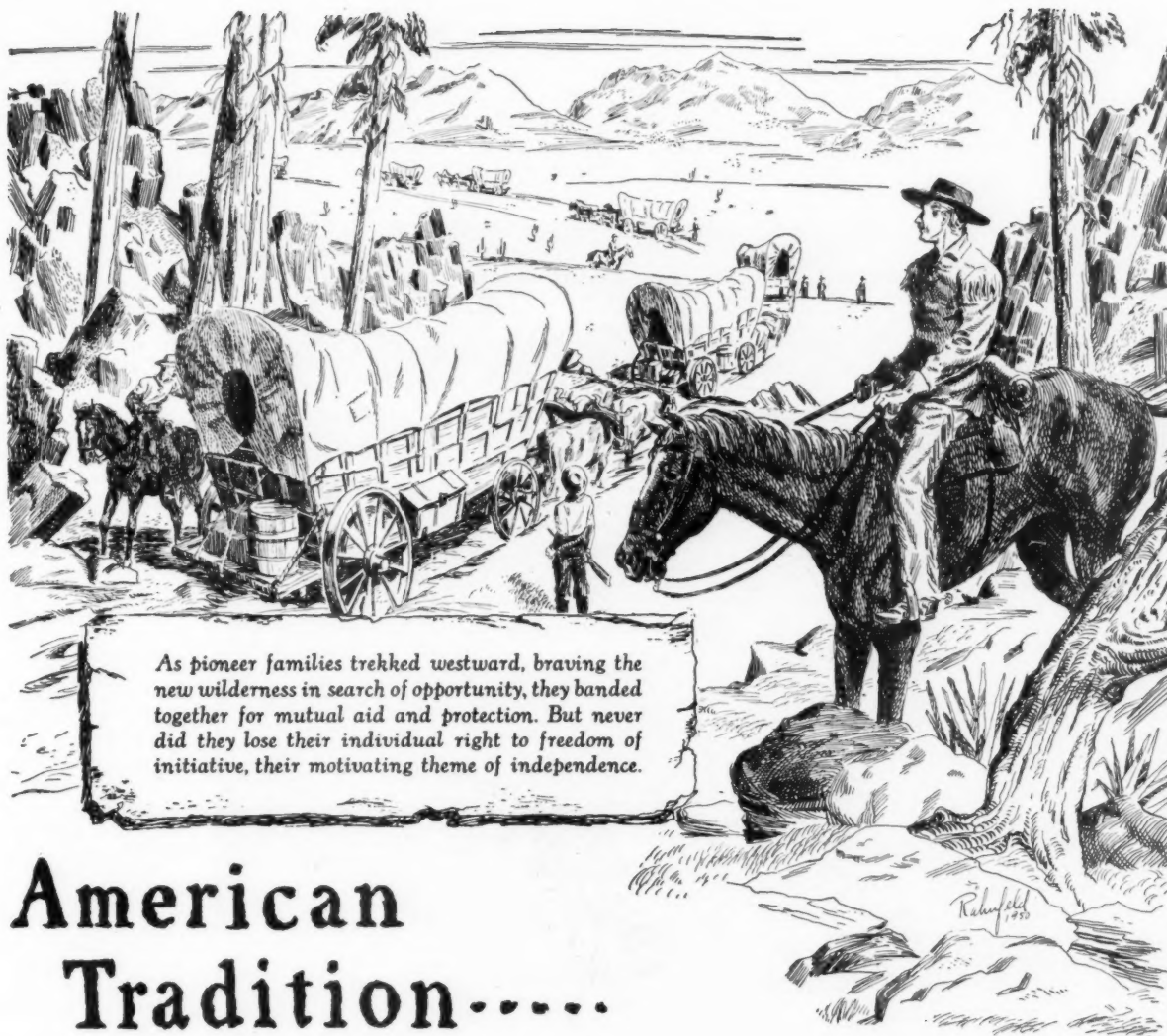
WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

You think of perfect bread as beautiful bread—and beautiful bread as perfect bread... well, that's what we mean when we say, "Wytase makes Beautiful Bread." It's the kind of bread that consumers like because it looks good and tastes as good as it looks.



J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois





## American Tradition.....

It is this fine American Tradition of independent initiative that has kept this nation young in spirit down through the years.

The early millers displayed that spirit as they established excellent flour milling facilities for the better service of bakers throughout wide areas. Many of these fine mills were combined under the banner of Flour Mills of America for coordinated control of quality production, thus assuring the baker of a wide variety of fine flours with a dependable uniformity of baking performance.

Every facility is now available for maintaining the high standards of quality of FMA *Performance Flours*, from the millions of bushels of wheats in storage, through modern milling process and the application of scientific controls.

These are the mills that supply the *Performance Assured Flours* of all types to meet your every baking need.

# Flour Mills of America, Inc.

KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend  
Fort Scott, Larned, Kansas; Alva, Oklahoma.  
Valter & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



## Public Relations

(Continued from page 56)

a shabbily dressed man on a bench across the street gazing up at the hotel with a rapt expression on his face. He was there again the next morning, and the next. The lady's curiosity was aroused. She told her chauffeur to wait, ignored his obvious disapproval, and crossed over to the man on the bench.

"I simply have to know," she told him, "why you keep staring at the hotel that way every morning."

The man smiled apologetically.

"Lady," he said, "I'm a penniless failure. I sleep on this bench when the cops don't chase me. And I dream that some day—just once—I'm going to spend a night in that swell hotel across the way."

The lady, feeling very pleased with herself, declared, "Tonight your dream is going to come true. I'm going to pay for the best room in the house for you."

She summoned him to her breakfast table the following morning. "Well," she said, "how did you sleep?"

The man proved most disappointing.

"Never again, lady," he answered. "I sleep better on the bench than I did here."

"Good heavens, why?" she asked. "Wasn't the bed soft and warm enough for you?"

"It wasn't that," he explained. "You see, down there I can dream I'm in the hotel. Here, the whole night through, I kept dreaming I was back on the park bench."

You see, gentlemen, when business is poor, we like to dream of how good it could be. When business gets good, we are uncomfortable—we dream of how bad it was.



The truck dispatcher was taking his new girl for a ride when the car skidded and overturned as he tried to make a bend at around fifty. They found themselves sitting together, unhurt, alongside the completely smashed car. He put his arm around her waist, but she drew away.

"It's all very nice," she sighed, "but wouldn't it have been easier to have run out of gas?"

Son: "Pop, why do they rope off the aisles at church weddings?"

Pop: "So the bridegroom can't get away, son."

A decrepit horse was being offered to the highest bidder. An old farmer watched as a young man in riding breeches bid for the animal. When the sale was completed, he turned to the young fellow. "Tell me," he said, "what on earth are you going to do with that nag?"

"Oh," replied the cocky young sportsman, "I'm going to race him."

The farmer took a second look at the animal. "Well, you'll win," he said.

"Wife, dear, if I had to do it over, do you know who I would marry?"

"No, who?"

"You, of course."

"Oh, no, you wouldn't!"

Sailor's Wife: "Remember when we were first married—you used to say I had a shape like a beautiful ship?"

Sailor: "Yeah, but your cargo has shifted."

Young Tolliver was looking for Grandpa, who had wandered off into the woods and failed to return for supper. The lad found him standing in some bushes.

"Suppertime, Grandpa," the tot ventured.

"Yep."

"Ain't ye hungry?"

"Yep."

"Wal, air ye comin' home?"

"Nope."

"Why ain't ye?"

"Can't!"

"Why can't ye?"

"Standin' in a b'ar trap."

The father of the household was becoming impatient at the lateness of the hour, when he said:

"I can't see why that young twirp calling on Sophia hasn't sense enough to go home. It's past midnight."

The inevitable little brother spoke up and said:

"He can't go, father; sister's sitting on him."

She waited on the corner joyously, then pensively, then expectantly, then casually, then anxiously, and two hours passed. "Man," she said, "is a perfidious creature, incapable of keeping a promise," and so she became a cynic.

Two hundred yards down the street, he said the same thing about women. She was on the wrong corner.

*Many successful bakers  
are following these guideposts  
to increased profit!*

**SUBSTANTIAL PAYMENTS  
RECEIVED REGULARLY**

**FIRM SALVAGE PRICES  
FOR MONTHS AHEAD**

**RELIABLE DEALER  
NEAR YOU**

**STURDY COTTON BAGS**

Hundreds of successful bakers, the country over, are profiting from the use of cotton bags. They're stronger (the only type used for export). They're easier to handle, stack, and store! They have high resale value to reliable Bag Buyers the country over—and, if you are a retail baker, to housewives . . . across the counter and door-to-door. Check today with your mill supplier for details on nation-wide Cotton Bag Salvage Plan.



**TEXTILE BAG MANUFACTURERS ASSOCIATION**

611 Davis Street

Evanston, Illinois

*Cloth Bags*





# UNIFORMITY is the Answer

## PRECISION MILLING MEANS PRECISION BAKING

Chances are you, too, have discovered that a quality product is the surest . . . and cheapest . . . way of competing for the consumer's food dollar.

To assure you of quality baked goods, Midland Flours are milled in accordance with precision techniques. From preliminary crop surveys through actual milling processes, *scientific* controls eliminate all guess work and chance . . . assure you of absolutely uniform baking results.

Because there can be no compromise with Midland's precision standards, you obtain greater production savings and baked goods with increased sales appeal.

It's just good business to use precision-milled flours by Midland.



**Town Crier**  
**FLOUR**

PRECISION-MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.

## Quality in Cakes

(Continued from page 27)

swers to a questionnaire, the most often mentioned criticisms of cake were: dryness of cake and lack of flavor.

Let's go back even further, to 1942.

In a survey made in Pittsburgh by an advertising agency, 250 women were polled and we find that 72% of the women interviewed believed there was a difference between home-baked cakes and grocery store cakes, that the latter contained powdered

eggs and milk and artificial flavorings.

I can go back even further. Twenty years ago when I was running a route, I can remember women telling me that bakers used Chinese eggs and canned eggs. The fresh-frozen egg industry was still an infant at that time. Not knowing the procedure of freezing eggs in cans, the housewife merely regarded them as canned, or as something inferior.

So we find that over a 20-year span many housewives still regard our product as something inferior, still call it "store" cake or "bought" cake.

The attitudes we have revealed

here do not point toward any brand or brands of packaged cake, but to packaged cake as a whole.

In order to change this negative opinion about cake to one that is positive and favorable, it may be necessary for cake bakers to engage in a long range activity to educate the consumer on the quality of its ingredients, along with their present promotional efforts in the areas which they serve.

How to go about this offers a challenge to the ingenuity of all wholesale cake operators.

The Bakers of America Program is trying to do a part of this job. In all the cake ads this year, and for

the past two years, they have been telling the housewife to buy a baker's cake, and stop baking at home. Every ad has assured her: "Modern bakers use the same high quality ingredients you would use yourself."

There is only one possible way to prove this statement, and that is for every cake baker actually to use the ingredients the ads say they use.

Now let's go back to the fact that the housewife, on the average, shows a pretty good knowledge of the costs of baking at home and the costs of buying cake both from a retailer and a wholesaler. The cost of a cake from the grocer, is pretty far down the list, as you can see.

Then let us again look at the statement made by Mrs. P., which may give the members of the cake industry some food for thought. In her last sentence she said, "They couldn't afford to use good ingredients and sell cakes at the prices they do."

This may be a clue to show that there is need for cake bakers to start thinking of generally up-grading quality, with a commensurate price structure to compensate for the greater ingredient cost required to produce higher quality cakes.

### Interested in Quality

The price she is willing to pay for a retailer's cake, for the ingredients to make her own, or even for a cake mix is certainly indicative that the housewife is vitally interested in quality and is willing to pay for quality.

A good case in point is the phenomenal success of Brown 'n Serve rolls. While bakers generally got a fair price for these, they certainly weren't cheap, especially after the housewife lighted her oven and then used gobs of butter on them. But they were good and they saved her work in the kitchen. And what an effect they had on prepared biscuit mixes. I talked to the buyer in charge of all bakery foods and bakery supplies of a large food chain. He told me in the first three months of this year his packaged biscuit mix sales were down 25%, while the sales of his live bakery foods were up 20%. And this chain does none of its own baking. It uses the products of standard bakery suppliers, such as yourselves.

The other day, a baker in the industry said one of the large biscuit mix factories was working seven days a week on its product, until Brown 'n Serve hit its stride, when they went down to two days a week.

All of this indicates the housewife is not over anxious to bake at home, in these modern times, and if she can conveniently buy high-quality bakery products that she is willing to pay more to get them.

### Big Potential Seen

In summary, we have seen that there is still a big potential for cake bakers, because the housewife likes cake as a dessert.

We know that too many of our potential customers suspect that the ingredients we use are inferior. If this is false, and cake bakers are using good ingredients, then it seems one of the big jobs ahead is to convince her of the truth about the ingredients you use.

If her thinking about ingredients is true, then perhaps the answer lies in an industry program of up-grading quality.

Whatever is done, by the industry or by the individual company, there is no time like the present to start, as this appears to be a long overdue job.



"HARVEST MOON"—AN ORIGINAL LITHOGRAPH BY HENRY E. WINZENREID

## "When the Harvest Moon is Shining"\*

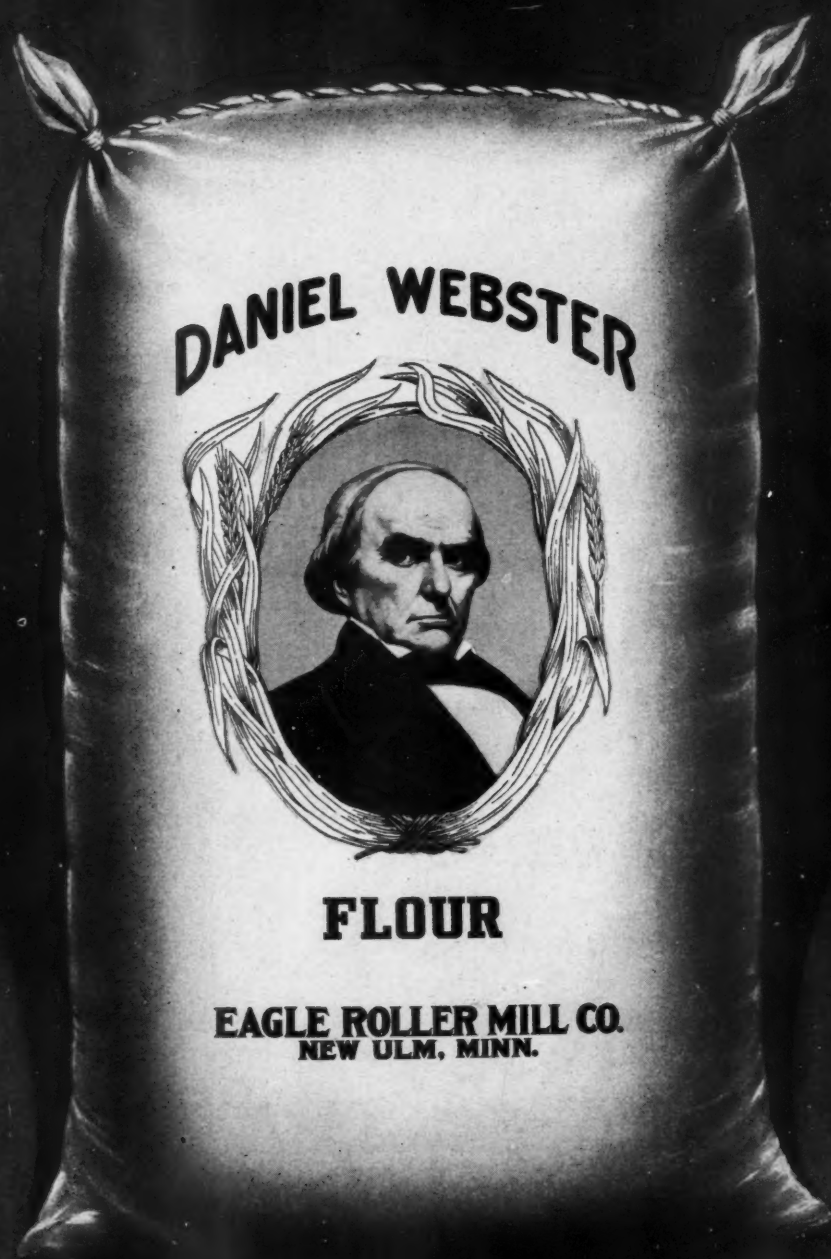
The wheat fields at harvest time soon become baked goods, cereals, snack foods, flour mixes and countless other necessities in our abundant diet. In final packaged form, most of these foods rely on Riegel Papers for the careful preservation of their edible goodness.

There's a Riegel Paper for almost any requirement you may have in protective packaging . . . a paper you can depend on for economy and production efficiency. We feel sure we can serve you in the same effective manner we now serve the sales leaders in so many different fields. Write us today and tell us what you want. Riegel Paper Corporation • 342 Madison Ave., N. Y. 17.

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from premium wheat. Outstanding among  
the country's finest flours.*



**Eagle** ROLLER MILL COMPANY

Since 1856

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## from golden waves of grain

Only the finest high protein, hard spring wheats are used in the milling of King Midas Flour. And at every step in the milling process, emphasis is on quality.

That's why King Midas helps bakers to consistently produce higher quality products.



# K I N G M I D A S F L O U R

A PRODUCT OF KING MIDAS FLOUR MILLS  MINNEAPOLIS, MINNESOTA



IT'S AN AGE OF  
SECRET FORMULAS  
BUT IT'S NOT A SECRET  
THAT AT LEAST 6%

## DAIRYLEA\*

**Non-Fat Dry Milk Solids**  
will improve your bread 6 ways

- 1—Flavor
- 2—Nutrition
- 3—Texture
- 4—Appearance
- 5—Color
- 6—Better  
Keeping  
Qualities



Add it to your formula for greater  
yields and increased sales.

Inspected — Protected — Tested

**DAIRYLEA**

**Non-Fat Dry Milk Solids**

**DAIRYMEN'S LEAGUE**

**COOPERATIVE ASSOCIATION, INC.**

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*The Standard Since 1870*

**LARROWE'S  
KILN DRIED  
BUCKWHEAT  
FLOUR**

★ LIGHT ★ MEDIUM ★ DARK

**LARROWE MILLS, INC.**  
COHOCTON, N. Y.

## DIXIE LILY

*A flour without an equal anywhere  
Plain and Self-rising*

**THE BUHLER MILL & ELEVATOR CO.**  
BUHLER, KANSAS  
Southern Regional Office  
933-35 Exchange Bldg., Memphis, Tenn.

*For Quality, Economy and Reliability, Use*  
**BROWN'S HUNGARIAN**

*America's Premier Cake Flour*

**BROWN'S HUNGARIAN CORPORATION**  
25 Broad Street New York City

## King Milling Company

High Grade Michigan Soft Wheat  
Flour, Plain and Self-Rising  
Successful Millers for Fifty Years

LOWELL, MICHIGAN

## ANALYSES

**FLOUR—CEREAL—GRAIN**

Dependable, Prompt Service

**Siebel Institute of Technology**

741 West Jackson Blvd. • Chicago 6, Ill.

## GLOBE BAKERS FLOUR

**Globe Cereal Mills**

El Paso, Texas

## AIB Dedication

(Continued from page 24)

this completely new and vital hub of progress is indeed and in fact the most important contribution that the bakers of America could make to the people of our country," Mr. Garrow emphasized.

"We of the Allied Trades of the Baking Industry pledge anew our service and support to the continued efforts and good works of the American Institute of Baking," Mr. Garrow concluded.

Mr. Wells, substituting for J. Roscoe Miller, president of Northwestern University, traced the development of research and the participation of industry and scientific research education. This development has contributed so much to the good of industry and to the public good that today corporations and private citizens alike look upon research as a necessary adjunct to their existence, Mr. Wells said.

### Industry's Research Lauded

After tracing the development of research and showing how some seemingly useless research discoveries turned out to have highly practical applications, Mr. Wells called attention to the fact that the new AIB site is near the downtown Chicago location of Northwestern University and pointed out that it is not an accident that scientific facilities should cluster around a university, because it is the universities which train the personnel needed by the laboratories of industry.

"From the laboratories of the universities investigations are turned out which industry may seize upon and turn to its own profit and to the good of society," Mr. Wells said.

"The history of your institute provides a fine example of the fruitful relationship of science and industry. Your laboratories have served to improve a product essential to the nation's health. They have applied discoveries in nutrition to practical ends. We shall all earnestly endeavor to maintain and encourage the kind of unregimented investigation which the past has shown to be so conducive."

Following the ceremonies, many of those attending the dedication toured the new building.

—BREAD IS THE STAFF OF LIFE—

## WISCONSIN ALLIEDS NAME NOMINATING COMMITTEE

MILWAUKEE—J. J. Welsh, Milwaukee Preserve & Flavor Co., has been appointed chairman of the Wisconsin Flour & Bakers Allied Trade Assn.'s nominating committee to bring in a slate of officers for 1951. Other committee members are Henry C. Schranck, H. C. Schranck Co., and Erv Janek, Red Star Yeast & Products Co.

The association went on record favoring the proposal of the National Association of Flour Distributors to designate Chicago as the group's permanent convention city.

Wholehearted cooperation with the Associated Retail Bakers of America in its membership drive was pledged by the association.

Because of his absence from Milwaukee as a result of his transfer to more responsible duties in the Chicago office, Richard Anderson, Procter & Gamble, association president, turned over the gavel to Jack Mikula, Milwaukee Gas Light Co., vice president, who will carry on for the balance of the year.

# WESTERN STAR KANSAS STAR GOLDEN CREST



Quality will tell — always.  
And you can see the quality  
of the top notch wheats that  
compose these "Star" flours  
in superior loaf you can  
make.

**The WESTERN STAR MILL CO.**  
SALINA, KANSAS

# LA GRANGE FLOURS . . .

whether plain or enriched, remain  
the same high standard, depend-  
able flours that have characterized  
the products of La Grange Mills  
over the half century and more  
of their operation.

This quality pattern is not an  
accident but the result of pains-  
taking care in wheat selection and  
careful milling.



**You can depend on  
LA GRANGE FLOURS**



**LA GRANGE  
MILLS** RED WING  
MINNESOTA

# SUNNY KANSAS

We know, just as the baker does, that the miller must share the responsibility for the quality of the baker's loaf. That's why we are so careful and conscientious in the manufacture of SUNNY KANSAS flour. For SUNNY KANSAS quality is the kind that will make a good loaf better. It is milled to take a full share of responsibility.

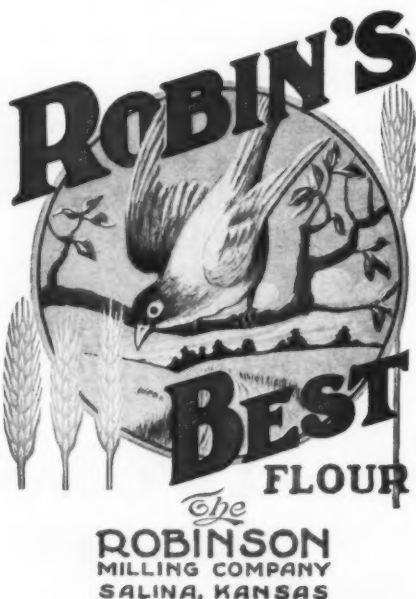


## THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity  
WICHITA

1,000,000 Bushels Storage  
KANSAS

CABLE ADDRESS, "SENTINEL"



## ABA Election

(Continued from page 14)

president and H. W. Kilpatrick, Kilpatrick's Bakeries, San Francisco, second vice president.

Elected members of the executive committee were Thomas L. Awrey, Awrey Bakeries, Inc., Detroit; F. W. Birkenhauer, Wagner Baking Corp., Newark; Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill.; J. W. Carence, Dallas; E. E. Kelly, Jr., Quality Bakers of America Cooperative, Inc., New York; Earl O. Schnetz, Old Home Bakers, Sacramento; E. L. Southwick, Farm Crest Bakeries, Inc., Detroit; Arthur Vos, Jr., Macklem Baking Co., Denver; Ralph D. Ward, Drake Bakeries, Inc., Brooklyn, and H. W. Zinsmaster, Zinsmaster Bread Co., Duluth.

The following were elected governors-at-large: Mr. McCarthy; Mr. Carence; John Hagy, Philadelphia; Joseph Hexter, Atlanta; S. S. Langendorf, San Francisco; C. J. Patterson, Kansas City; Russell L. White, Indianapolis, and C. H. Scott, Louisville.

### Lyon & Greenleaf Co., Inc.

MILLERS OF  
High Grade Soft Winter Wheat Flour  
Plain and Selfrising  
LIGONIER, IND. NORFOLK, VA.

### ACME RYE

A HIGH QUALITY  
WISCONSIN RYE FLOUR  
All Grades  
FISHER-FALLGATTER MILLING CO.  
WAUPACA, WISCONSIN

### Chickasha Milling Co.

Capacity 800 bbls CHICKASHA Cable Address  
OKLA. "Washita"  
Manufacturers of High-Grade  
Hard Wheat Flour  
Foreign and Domestic Trade Solicited  
Member Millers' National Federation



Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

### An Independent Mill

WOLF MILLING CO.  
ELLINWOOD, KANSAS

### J. ROSS MYERS & SON FLOUR

Shortening  
324 N. Holliday St. Baltimore, Md.

### "Whitewater Flour"

Ground Where the Best Wheat Is Grown  
WHITEWATER FLOUR MILLS CO.  
Whitewater, Kansas



Statement of the ownership, management, circulation, etc., required by the Act of Congress of Aug. 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, of The American Baker, published monthly at Minneapolis, Minnesota, for Oct. 1, 1950, State of Minnesota, County of Hennepin, ss. Before me, a notary public in and for the State and County aforesaid, personally appeared Thomas A. Griffin, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The American Baker and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of Aug. 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form to wit: 1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Miller Publishing Co., Minneapolis, Minn. Editor, Wilfred E. Lingren, Minneapolis, Minn., and Managing Editor, Milton B. Kihlstrum, Minneapolis, Minn. Business Managers, H. J. Patridge and Thomas A. Griffin, Minneapolis, Minn. 2. That the owner is (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1% or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) The Miller Publishing Company, principal stockholders of which are: A. H. Bailey, Toronto, Ont.; R. T. Beatty Est., Winter Park, Fla.; C. H. Challen Est., Chicago, Ill.; Paul L. Dittmore, Minneapolis; Thos. A. Griffin, Minneapolis; Milton B. Kihlstrum, Minneapolis; W. G. Martin, Jr., New York

City; C. K. Michener, Minneapolis; Martin E. Newell, Kansas City, Mo.; W. C. Nichols, Minneapolis; H. J. Patridge, Minneapolis; James G. Patridge, Minneapolis; Eleanor L. Pillsbury, Minneapolis; Don E. Rogers, Chicago, Ill.; R. E. Sterling, Kansas City, Mo.; Mrs. M. A. Truesdale, Minneapolis; S. O. Werner, Chicago, Ill.; Mrs. Rebekah S. West, St. Louis, Mo.; H. E. Yantis, Minneapolis, Minn. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of total amount of bonds, mortgages, or other securities are (if there are none, so state): None. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him. 5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 6,430. (This information is required from daily, weekly, semiweekly and triweekly newspapers only.) Thomas A. Griffin, Business Manager. Sworn to and subscribed before me this 20th day of September, 1950. H. E. Anderson, Notary Public, Hennepin County, Minnesota. (My commission expires July 22, 1954.) (Seal.)



Keep  
TIME  
in mind...



when analyzing operating costs

**WHEN YOU** mix your own ingredients, your skilled help is hampered because:

- Too much time is used up in routine scaling and blending.
- Too little time is left for individual handling and expert finishing.

**WHEN YOU** use Pillsbury Bakery Mixes, skilled hands serve you better because:

- Time spent on scaling and blending is cut to a minimum.
- More time is available for the operations where skill counts most.

Prove the advantages of Pillsbury Bakery Mixes for yourself . . . by having your Pillsbury salesman or jobber arrange a trial order under our **MONEY-BACK GUARANTEE.**

## Save Time with PILLSBURY BAKERY MIXES

An outstanding line of modern mixes for all types of **SWEET GOODS**  
... for **CAKES** ... for Raised and Cake **DOUGHNUTS**

PILLSBURY MILLS, INC., General Offices: Minneapolis 2, Minnesota.



In the . . .

# Industry Spotlight

. . . by Bill Lingren

## "Staff of Life" Used to Set Wages

By paying employees in the dollar equivalent of a specified number of one-pound loaves of bread, a Troy, N.Y., manufacturer has found a simple, universally understandable way of tying wages to the cost of living, and has set a pattern which American industry may follow generally. C. W. Kelsey, as president of Rottiller, Inc., of this city, employs 120 men and women, most of them in manufacturing the rotary tillage type of farm and garden machinery which his company has produced here since 1933. Recently Mr. Kelsey told his employees that their wage and salary checks were being stabilized on the basis of bread at 16¢ lb., the price at which it was being sold by most of the grocers in Troy. The man earning \$45 a week, for instance, was shown that this sum would buy 281 1-lb. loaves of bread at 16¢ each.

Hereafter, if the price of bread advances, so will the pay check, to keep its purchasing power at 281 loaves of bread. Thus, if bread goes to 17¢, the \$45 a week man will be increased to \$47.77. Everyone's pay check, high or low, is calculated in terms of loaves of bread to arrive at the right adjustments.

In the future, Mr. Kelsey will follow the national average price released by the U.S. Bureau of Labor Statistics, instead of the local price.

Mr. Kelsey arrived at his idea, he explains, by considering the fluctuating value of the dollar, which confused the thinking of nearly everyone. He says:

"After much thought and study, it seemed to me that the 1-lb. loaf of bread was what I was seeking. The more I considered it, the more it seemed to me that the staff of life could become the standard of living. Before a loaf of bread comes to your market basket every portion of our economy has had a hand in it. Farming, manufacture, fuel production and distribution costs enter into your loaf of bread. Technological advances affect its quality and its price. It is sensitive to the fluctuations of business and prices generally."

## Monopoly in Pittsburgh

Pittsburgh, the steel center, has this year come into the spotlight as a baking-industry-association-president center. Last June in California, Louis J. Dudd, long an outstanding

retail baker in the steel city, was named president of the Associated Retail Bakers of America. Last month in Chicago, Karl E. Baur of Pittsburgh's Liberty Baking Co. was elected president of the American Bakers Assn.

The honors that these gentlemen have brought to Pittsburgh are well deserved. That city has long been an outstanding "bakers' town."

## Brown 'n Serve Report

Ralph Herman, who heads up the bakery service department for General Mills, Inc., reports that survey results in individual localities indicate a definite increase in consumption of bakery products following the introduction of Brown 'n Serve products. No figures are available yet to substantiate an increase on a national scale but the GMI executive is pleased that the early reports indicate the process is doing something about raising per capita consumption baked products in certain areas.

Many bakers who have not previously used the Brown 'n Serve process are scheduling production of the products this fall, Ralph reports. Others who discontinued Brown 'n Serve during the summer months are planning resumption of production.

Incidentally, the Brown 'n Serve mold problem expected by many during the summer months did not ma-

terialize. The experts are now reporting that Brown 'n Serve products are less susceptible to mold than regular baked products.

## "An Overwhelming Success . . ."

"An overwhelming success" is the description given to the Bakers of America Program's three-month promotion, "Summer Time Is Sandwich Time."

During the month of June, the program featured peanut butter sandwiches; in July, it featured hamburger sandwiches; in August, soup and sandwiches received foremost attention.

"This was the largest sandwich promotion ever attempted," Walter H. Hopkins, director of the program, declared, "and it was an overwhelming success. The cooperation given the promotion by the bakers, grocers and allied industries was greater than we ever dared hope for."

During the three-month period, more than 250,000 store posters, depicting the three promotions and containing sufficient space for individual imprinting, were distributed to and used by grocers, both independent and chain, wholesale and retail, throughout the country. More than 78 million pages of national magazine advertising and 148 million pages of editorial support were included in the period's activities.



**LOOK SPONSORS SNACK**—Look Magazine is sponsoring an "All-American Snack—America's Fourth Meal." According to a full-page feature article in the Oct. 24 issue of Look—an illustration from which is reproduced above—the fourth meal rates high with nutritionists, psychologists and educators, who feel that America's increasingly lighter meals have made the need for "something extra" more apparent. The teen-agers above are enjoying an after school repast of baked beans, cheese, milk and soft drinks—with bread as the backbone of the snack in hamburger and wiener buns.

## ABA Convention

(Continued from page 23)

"People who have good minds—and know where and how to reach for all available knowledge and who can cooperate and share 'know how' to open up new horizons of business knowledge, can steadily elevate the level of an entire industry, and themselves with it," the speaker said.

Mr. McCarthy said that the young men had great tools at their disposal to manage and expand, such as the American Bakers Assn., the Bakers of America Program and the American Institute of Baking.

"Trial and error will have little place in your business life," Mr. McCarthy told the young men. "You will chart your actions by analysis and survey which will be more and more precise in exposing facts and trends."

Lloyd D. Feuchtenberger, Jr., general manager of the Feuchtenberger Bakeries in Bloomfield, W. Va., then appeared as session moderator, introducing the three young men who were to speak on the opportunity for young men in the baking industry. They were Richard O. Worland, vice president of Dietzens Bakery, Kokomo, Ind.; Harry Shipley, Jr., Shipley Baking Co., Ft. Smith, Ark., and Arthur Trausch, Jr., production manager for the Trausch Baking Co. in Dubuque, Iowa. To satisfy qualifications for being one of the "young men of the baking industry," the applicant must not have reached his 36th birthday.

### Reason for Session Cited

Mr. Feuchtenberger pointed out that the idea for the young men's program was conceived shortly after the death of Eugene K. Quigg, and was accelerated by the later death of M. Lee Marshall which showed the obvious necessity for such a session. A representative group of 75 names of young men in the industry was selected. However, very few names were received from larger baking establishments, and the head of one corporation reported that he had found no young men in his organization qualified to report, indicating a plan to do something to correct the condition.

This speaker told the older men attending the session that they must do their share also to get young men interested in the baking industry, or sacrifice their leadership.

"We don't want to be considered experts," Mr. Feuchtenberger pointed out, "but rather as young men being trained for future responsibilities. We intend to use this meeting as a sounding board—to tell you what we like; what we dislike and how we think our training can be improved. We did not volunteer, and neither will your young men volunteer. We love our homes and dislike to leave our families—so do your young men. You must draft them, encourage them and insist that they accept this additional responsibility. You must push us gently, encourage us and build our self confidence. We need your help today, but tomorrow you will need ours."

Mr. Worland, speaking on sales executive training, pointed out that the complete sales picture includes salesmanship, complete knowledge of product, advertising, merchandising, packaging, participation in community affairs, publicity and market research. During his address, Mr. Worland used a lifelike cut-out figure showing the complete sales executive. Mr. Worland said that the



sales executive must be taught in all these phases, not just one. He should be taught to use the right tool at the right time and to use all the tools at the same time.

#### Administrative Procedures

Harry Shipley, Jr., then appeared on the rostrum with his discussion of research on administrative training. He enumerated several qualifications for executive training, pointing out that the prospective executive must show definite promise of development, be able to make sound decisions quickly and without prejudice, understand human relations, have a desire for advancement and be willing to accept responsibility. They should be well informed on labor relations and market research.

The speaker suggested that young administrators should be taught how to accept responsibility and how to overcome the time barrier by giving them the benefit of the older man's experience as much as possible. Their education and training should be planned on an over-all basis in phases of production, distribution, sales, labor relations, finance, cost accounting, plant management, product research, market research and industry relations.

"Give them a little bit of everything," Mr. Shipley said. "One job at a time—enough for them to learn of what each job consists and that job's place in the over-all business."

Mr. Trausch, speaking on "Research in Training for Industry Relations," spoke of the local nature of the baking business and the necessity for a code of ethics and a united industry. Industry effort is becoming more vital all the time, the speaker said, because of growing competition from other food manufacturers individually and collectively, increasing government control, and the rising cost of labor, ingredients and material.

Many things can be done by a united industry which cannot be done alone, Mr. Trausch said, referring specifically to the need for large scale product research and market research, a legislative outpost for information, representation and highly scientific training. He spoke of the need for product promotion to consumers and product publicity to those consumers by working with the top level ethical groups such as doctors, dentists, home economists, nutritionists and teachers.

A summary conducted by Mr. Feuchtenberger climaxed the young men's session. A luncheon was held later in the convention so that the young men in the industry could get together on a social basis.

### AIB Holds Members' Session

L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., as chairman of the American Institute of Baking, called to order the meeting of the AIB and the American Bakers Assn. in the Grand Ballroom of the hotel the morning of Oct. 18. He announced that the complexity of the convention had made it necessary to schedule separate meetings for association and nonassociation members of the AIB, but that that difficulty would not again come up.

Explaining the various memberships in the AIB, Mr. Caster introduced Howard O. Hunter, executive vice president of the AIB, who accepted a unanimous vote from the delegates to the meeting regarding a change in AIB by-laws by which the number of memberships were cut to three and other changes made for



**LOOKING BACKWARD INTO THE FILES**—Most people like to think they are forward-looking, not backward-looking. There is likely, in fact, to be too much living in the past. Actually one lives neither in past nor in future, but only in the passing moment. The future has reality only in anticipation and the past only in recollection. But the past is a powerful thing, for in a large degree it governs the future. Besides, the past contains our accomplishments, and as the great Mr. Macaulay has said, "A people which takes no pride in noble achievements of remote ancestors will never achieve anything worthy to be remembered by remote descendants." And it is a truism that often we can tell better where we are going if we look to where we have been.

This is a circuitous way of getting to the point we started out to make—that there's interest and value in occasionally taking a trip backward into the files. That is done in most editorial offices, but more especially in those which have histories long enough to cast a perceptible shadow. The American Baker is no infant, and it has the historical advantage of the long and distinguished background of its elder associate, The Northwestern Miller.

As early as 1895, The Northwestern Miller became aware that the tendency of the larger bakers of the U.S. was toward buying direct from millers, and foresaw that with the growth of wholesale baking closer dealings between baker and miller were inevitable. Previous to that time it had been the custom for bakers to buy their supplies of flour from local commission merchants, jobbers and brokers. It was determined, therefore, to widen the reader family of The Northwestern Miller to include bakers as well as family flour distributors.

Bakers of the U.S. were still doing business on a strictly local basis, as a rule almost on a neighborhood basis, and were not organized as a trade group. Editorially The Northwestern Miller suggested national organization of the industry, and in 1897 the National Association of Master Bakers, now the American Bakers Assn., was formed at a meeting in Boston, with Charles Schneider, a large baker of Washington, D.C., as its first president.

It was more than half a century ago, then, that the editorial content of The Northwestern Miller was broadened to meet the special interest of baker readers. From a department this material expanded through successive stages into a monthly Bakery Number and ultimately into The

greater business efficiency in the management of the new American Institute of Baking Building.

Mr. Hunter briefly introduced members of the institute's staff to the AIB and ABA members attending the morning session, announcing that some members of the staff were unable to attend because of urgent

# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

American Baker, a separate monthly publication which, together with The Northwestern Miller, serves to bring to all sections of the baking industry the editorial and advertising messages of its own and all allied trades.

Let's look back through the files of The American Baker and The Northwestern Miller and catch a few brief glimpses of what was going on:

#### 25 Years Ago:

As a memorial to their father, Louis Livingston, Julian and Milton L. Livingston, had presented to the American Institute of Baking what was said to be the largest library in the world dealing with baking and kindred subjects. The Livingston brothers added to the gift an endowment designed to keep the library up to date through the purchase of new books.

The Missouri Master Bakers Assn. came into being.

Russia was importing large quantities of flour for famine relief.

Julius Fleischmann, president of the Fleischmann Co. (now a part of Standard Brands, Inc.), died of heart disease while playing polo on a Florida field. He was 52 years old. The Northwestern Miller said of him: "America's allied bread industries have produced many remarkable men, but among them all the late Julius Fleischmann stands unique. He was not a wheat grower, and yet he unquestionably did more than any other one man to enlarge the domestic market for wheat; he was not a miller, and yet he was America's greatest flour salesman; he was not a baker, and yet the baking industry regarded him as its foremost member; he was not a scientist, and yet biological chemistry owes him a profound debt."

Rep. Charles Brand of Ohio had introduced a bill to establish a national standard weight law.

#### 50 Years Ago:

Mark A. Carleton, not yet famous as one of the world's great wheat breeders (his name is associated chiefly with Kharkov), had returned from Russia, where he studied wheat varieties for the botany division of the U.S. Department of Agriculture.

With flour at \$4.50 to \$5 bbl., bakers in Rochester, N.Y., were offering bread at 2½¢ to 3¢ a loaf.

Decline in per capita consumption of wheat products was noted by a British economist, who said improvement in the living standards of the people enabled them to buy more meat, partly substituting for bread and cheese.

duties in the laboratories and business offices of the AIB, and pointing out that bread and cake had been baked in the new laboratories at 400 E. Ontario St., Oct. 17.

Dr. Conrad A. Elvehjem, the Department of Biochemistry, University of Wisconsin, Madison, then appeared on the program with his paper on

A rash of "health" journals inspired The Northwestern Miller to devise a hoax that would expose one of the most notorious of them. Under the guise of a company styled on a fictitious letterhead as the Mt. Comfort Milling Co., a sample of flour grossly adulterated with such foreign substances as fluorine and porcelain clay was submitted to the health magazine, whose editor promptly endorsed it in an extensive article, reprints of which were offered to the miller in large quantities and at an attractive price. The health editor reported that his better half had found the sample equal to the best flour she ever used, a high recommendation in view of the fact that "she had had ample opportunities of using the highest grades of the most renowned flour brands in the world."

"Bakery Notes" began to appear regularly in The Northwestern Miller, evidencing two things—the growth of a craft into status as a modern industry and the appearance of bakers in notable numbers upon The Northwestern Miller subscription lists.

Eli Pettijohn, originator of the Pettijohn California Breakfast Food, was in retirement, after a period of residence on the Pacific Coast, which accounts for the "California" in the name of his invention. He had been a pioneer Minnesota miller, having built and operated a mill on Minnehaha Creek in Minneapolis about 1852.

#### 75 Years Ago:

Bakers of the Central-Northwest held a meeting in Chicago "for the purpose of organizing an association in the interests of the manufacturers of the staff of life." It was agreed there to meet in St. Louis the first week of October to complete arrangements and institute a permanent organization. The gathering was described as harmonious throughout.

Vitamins were undreamed of though branny faddists had plagued the industry since Dr. Sylvester Graham, in the forties, had spearheaded a century of brown versus white controversy.

It was reported that the total number of barrels of flour made in Minneapolis during the year 1874 was 1,472,000 against 824,000 in 1873, and only about 488,000 in 1872, "showing an increase that has no parallel in the history of milling."

Americans, flush with postwar (Civil War) prosperity, were flocking to the World's Fair in Vienna, where flour made in Minneapolis won a gold medal.

"Bread and Research." Dr. Elvehjem is also a member of the Scientific Advisory Committee.

The 10-year-old national program for the enrichment of white bread is an excellent example of putting the results of both basic and applied research to work in order to improve the health of our people without in-



DAILY CAPACITY—2,000 CWT.  
ELEVATOR CAPACITY—1,000,000 BUSHEL

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

SPRING WHEAT FLOURS

RED WING SPECIAL  
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PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.

**"CREMO"**

*Just the Cream of Hard Wheat*

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CROOKSTON MILLING COMPANY

CROOKSTON, MINN.

All Grades

**RYE FLOUR**

1000 cwts. Flour—250 cwts. Meal

**GLOBE MILLING COMPANY**

WATERTOWN, WISCONSIN

creasing the cost of one of our most basic foods, Dr. Elvehjem said.

Dr. Elvehjem stated that nutritional studies carried out in which bread was used as the sole article of diet for animals, showed a lack of thorough understanding of nutritional problems.

The enrichment of bread was brought about without any change in its taste or appearance, the speaker declared, and has been accepted by the consumer without question.

"This, of course, brings us to the very important reason why we should have certain enriched staple foods," he continued. "If we are to have improved nutrition and if we are to make use of the scientific findings made in the laboratory, we must place our improved products on the grocery shelf."

In the early days of the enrichment program, Dr. Elvehjem pointed out, the bakers suffered an actual financial loss. This was due not only to the higher cost of the enriching ingredients, but also the cost of making the assays and doing the control work. The baker was asked to carry on a job with which he was not very familiar, and certainly "great credit should go to the individual baker and to the baking industry" for their cooperation.

The future of the baking industry and any similar group of food processors is dependent upon the application of the fundamental principles of nutrition and the new findings related to nutrition, Dr. Elvehjem told the group.

"You in the baking industry must be proud to know that your product has been used so widely and effectively by nutrition groups to improve the health of our people," Dr. Elvehjem concluded.

"I am confident that we are now reaching a stage in our knowledge of nutrition when we can plan combinations of both fresh and processed foods which will lead to the production of health which we had not hoped for previously."

The morning session moved on following Dr. Elvehjem's address with Mr. McCarthy as chairman to conduct outstanding association business.

Major topic of new business was the amendment of the American Bakers Assn. by-laws. Mr. McCarthy announced that it had been proposed to amend the ABA by-laws in the following respects:

To provide in the by-laws for the office of executive vice president and the duties and payment of the person holding this office.

To provide in the by-laws for a finance committee and its duties, and

To delete from the by-laws provision concerning standing committees, since the early provision for three standing committees on organization, distribution, and production had not been observed for some time.

Article 8 of the ABA by-laws will now provide for a finance committee, which shall be composed of the treasurer and two members of the board of governors, elected by the executive committee. They shall serve terms of one year or until their successors are elected, and shall perform such duties in connection with the finances of the association as the executive committee may determine.

The ABA membership attending the session approved the changes in the by-laws.

Mr. McCarthy then introduced Milton Petersen, president of the P. F. Petersen Baking Co., Omaha, who briefly summed up the accomplishments of the association during its 1950 convention.

## Flour AND Grain Bags

LAUNDERED and STERILIZED  
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Cut your bag costs by having us clean your bags. We specialize in laundering and sterilizing flour and grain bags for re-use purposes for the baking trade.

We will clean and deliver your bags to any Twin City mill, or ship to any mill in the U. S. designated by you.

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MILLERS OF

HARD AND SOFT WHEAT  
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SINCE 1874

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Merchant Millers KENT, OHIO, U. S. A.  
Specialists Ohio Winter Wheat Flour  
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

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EVERYTHING  
FOR THE PIE BAKER

Crust Rollers - Rimmers  
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For Bakers

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New Mill Completed 1936

**"SLOGAN"**

A Modernized Flour for the Baker  
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*Four  
separate milling units  
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**...to serve  
bakers with**

- 1 SPRING AND HARD  
WINTER WHEAT FLOURS**
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CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



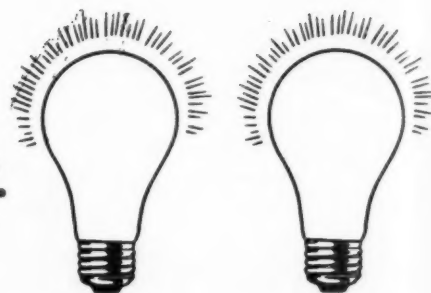
*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

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But flours have to  
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**AND IT'S  
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Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hair-line adjustment.

EXTRA STEP No. 2—we make a special

bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

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**Wholesale Pie Branch:****Nathan R. Rogers Elected President of Pie Bakers**

CHICAGO — The pie industry should be set upon a pedestal where it belongs and continue to work toward bigger and better accomplishments, taking things as they are and making them work to the baking industry's advantage, James Henderson, Wagner Pie Corp., Chicago, chairman of the wholesale pie branch of the American Bakers Assn., said during the pie branch session at the 1950 convention of the ABA here.

A. R. Noelte, Case-Moody Pie Co., Chicago, secretary-treasurer of the wholesale pie branch, reviewed the proceedings of the branch session meeting at Atlantic City last year and offered suggestions for putting costs on a sound basis. Saying that the business was a highly competitive one, he urged the spirit of cooperation among the pie bakers.

Edgerton Hart, executive secretary of the National Red Cherry Institute, discussed the necessity for cooperation between pie bakers and fruit growers. He said the institute, which was founded in 1947, had a current budget seven times the original one and that the greatest emphasis of its promotional work was on increasing the consumption of cherry pie. Enlargements of trade paper advertisements and copies of promotional pieces placed in consumer magazines urging the home maker to go to the point of sale for her cherry pie were shown to the members attending the session.

The institute is now working on plans for National Cherry Week Feb. 15-22, which will incorporate similar promotional material, Mr. Hart said. The 1950 campaign will be the most extensive yet attempted, he pointed out, and urged the proper use of all material made available to the point of sale.

Dr. G. M. Dack, director of research at the Food Research Institute of the University of Chicago, gave a report on staphylococcus food poisoning. Some members of the wholesale pie branch offered their services last year to call on members in securing funds for the research project. Of the 54 members on the roster of the wholesale pie branch, 26 have contributed to the fund, which has amounted to \$3,500 in the past two years.

**Report on Staphylococcus**

"Staphylococcus bacteria are commonly found in the environment in which we live," Dr. Dack said, "and will grow in a wide variety of foods unfavorable for other disease-producing germs, but only some strains will produce food poisoning."

He stated that poisoning would not develop in food stored in refrigerated temperatures. Urging that all utensils be kept absolutely clean and that foods not be allowed to stand for hours at room temperatures, Dr. Dack said that if an isolated case of poisoning occurs it points to contamination in a home, but a general outbreak of cases would indicate the bakery as a source of contamination.

The advances made in the studies to date will be helpful in future research work, the speaker said as he asked for continued support of the pie bakers and other organizations to achieve the goal of controlling staphylococcus poisoning. The group voted to contribute \$1,500 toward the continuation of the research project.

The first speaker during the afternoon session, Otto Hallenbach, Case-Moody Pie Co., Chicago, in discussing quality control, said that the pie maker must first know what customers want and then establish this quality level by complete cooperation between the production and sales departments in strictly maintaining the standards set down.

James Cummins, executive secretary for the Illinois Fruit Council, presented a paper by Dr. Dwight Powell on turning apple surpluses into shortages.

This can be accomplished by three methods, Mr. Cummins said: By removing commodities from the market, which he described as the "fountain pen and black jack" method as practiced by the government and which was not an effective system, (2) merely letting matters take their course, which he described as the "cross your fingers and hope system" and (3) the "knuckle down course" which treated the problem as one of underconsumption rather than one of overproduction, which involves a better selling job accompanied by industry organization, standardization of the product and improved distribution to bring about increased consumption.

Shelby C. Johnstone, president of the Lloyd J. Harris Pie Co., Chicago, presented an address on "How to Get Restaurant Men to Sell More Pies."

**More Money in Pies**

"Show them how to make more money and they will push pie," Mr. Johnstone stated, pointing out that there is a tremendous reservoir of new business in the baker's own route book. He urged that bakers make the best pie possible, saying that if a competitor's pie is poor, customers lose their taste for pie on the following day when they patronize another restaurant; as a result all pie sales lag.

Pies must be fresh, Mr. Johnstone said. He urged that restaurants be left only what they will sell and thus avoid overstocking, which can be controlled by keeping a reference chart of the weather conditions, the day of the week and of the volume of sales. The sales force should be given a

fair quota, given one item at a time to push and be well paid for their services.

Enthusiasm for the product sold must start with the top brass, and it will be contagious down through the sales force, the restaurant men and the consumer, the speaker said. Mr. Johnstone advocated reducing the cut of a standard pie from seven to five or six wedges, and presented a chart to show how much greater profits could be returned through this practice. He advocated that waitresses might carry trays of pie to patrons while the customer was waiting for his order to be filled, thus selling them dessert while they were still hungry.

As a representative for the pie group on the ABA board of governors, F. W. Birkenhauer, Wagner Pie Corp., Newark, thanked all the speakers for their contribution to the meeting and outlined the planning of a Washington meeting held a year ago to prepare an industry blueprint for carrying on in the event of another national emergency, pointing out that the ABA enjoyed increased sugar quotas as a benefit of this organization's activities.

Mr. Birkenhauer said that on a sales volume basis, 80% of the pie bakers are not members of the American Bakers Assn., and only 10% have contributed to the Bakers of America Program. He pointed out that the pie bakers are receiving far more value from the program than they are contributing and cautioned that pie sales have declined 12% during the past three years.

A resolution was passed that the board of governors recommend the government place an immediate embargo on dried eggs from China, as they are priced so low that it is impossible to compete with them.

The nominating committee, composed of Nathan Rogers, Paradise Pie Co., Brooklyn; A. E. Fall, Rich Pie Co., San Francisco, and Roy Schoening, Young Mueller Co., St. Louis, proposed the following slate, all of whom were elected: N. R. Rogers, Paradise Pie Co., Brooklyn, president; Otto Hallenbach, Case-Moody Pie Corp., Chicago, vice president, and secretary, Dean G. Manesiotis, Real Pie Bakers, Pittsburgh. Members of the executive committee are Mr. Henderson, Mr. Noelte, Mr. Schoening and Paul Denny, Paul's Pie Bakery, Houston, Texas. Following the meeting the wholesale pie branch gathered again for cocktails and dinner.

**Officers Reelected for American Bakers Foundation**

CHICAGO—Gerard R. Williams, Williams Baking Co., Inc., Scranton, Pa., and Joseph A. Lee, Standard Brands, Inc., New York, have been reelected chairman and vice chairman, respectively, of the American Bakers Foundation.

Daniel J. Uhrig, Purity Bakeries Corp., Chicago, has been elected treasurer, succeeding M. Lee Marshall, New York City, who died last Aug. 1.

Raymond L. Stritzinger, Continental Baking Co., New York, was elected to fill the vacancy on the board left by the death of Mr. Marshall.

was advised that management keep in touch with the local weather bureau, as weather conditions have a direct effect upon the buying of bakery products.

A suggestion was made that more and better wrapping of bakery products would help the sale of goods in multi-unit outlets. Holidays offer exceptional opportunities for special sales, it was said, and competitors should be watched closely to see what sales activities they are carrying on.

Freshness of products was stressed as a means of increasing sales for this part of the baking industry, and it can be accomplished by getting shipments to stores as quickly as possible. Advance planning of production and efficient operation of shipping departments are an important part of getting bakery goods to consumers as quickly as possible.

In line with this thinking, it was stated that there is no place for dead storage space in a bakery, and that under present conditions there is no reason for stock-piling supplies in a bakery.

Sanitation was stressed as being a perpetual undertaking in a bakery. It was suggested that a special crew of janitors be employed for this purpose. Floors should be kept clean at all times, walls should be washed frequently, and all equipment should be kept scrupulously clean at all times. The bakery should be painted frequently, and all air coming into it should be filtered.

It is especially important that all foreign materials (such as glass) be kept out of bakery products. Speakers stressed the fact that an inspection of their bakeries by representatives of the American Institute of Baking had helped them improve the efficiency of their own sanitary operations.

Of particular importance to multiple-unit retail bakers is the store-door delivery of their goods. Such deliveries must be made promptly, and the goods should be in such condition that consumers will accept them in competition with neighborhood retail bakers.

The final and probably the primary important factor for multiple-unit bakers is the sale of their goods in their stores. This is naturally accomplished through proper training of their sales forces, but it is something that should not be overlooked at any moment.

Mr. Egekvist was named chairman for the coming year, with Edward M. Balduf, Balduf Bakeries, Toledo, co-chairman.

**Multiple-Unit-Retail:****Chris Egekvist Elected New Multi-Unit Group Chairman**

CHICAGO — Representatives of multiple-unit retail bakeries devoted all day Oct. 17 to a discussion of their problems, out of which came many suggestions of value to that part of the baking industry. Arthur E. Pile, vice president of the Hough Bakeries, Cleveland, as chairman of the session, outlined the problems confronting that section of the industry.

The various subjects discussed ranged from "Store Orders" to "Selling the Goods." The speakers included Chris Egekvist, Egekvist Bakeries, Minneapolis; Richard Prince, vice president, Hanscom Baking Corp., New York; Wilbur Awrey, Awrey Bakeries, Inc., Detroit; Fred F. Eck-

er, Schlosser's Bakeries, Inc., Chicago, and Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich.

Among the many suggestions made by the speakers were that varieties should be changed frequently and that orders should be made out approximately a week in advance of their requirement. It was also said that an inventory should be taken at the end of each day and that excess supplies should be sent to stale stores.

The further suggestion was made that new sales girls should be given adequate training prior to their being placed in stores. Orders from individual stores should be checked carefully every day. Furthermore, it

## Carl W. Steinhauer Reelected Equipment Group's President

CHICAGO—Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., was reelected president of the Bakery Equipment Manufacturers Assn. at a meeting held during the American Bakers Assn. convention here Oct. 13-18. J. U. Lemmon, Jr., Doughnut Corporation of America, New York, was reelected vice president, automatically placing them as members of BEMA's board of directors for the ensuing year.

Other members elected to the board of directors of the association were: T. F. Freed, Read Machinery division of the Standard Stoker Co., York, Pa.; John E. Morrill, Union Machinery Co., Joliet, Ill.; Keith H. Redner, Battle Creek (Mich.) Bread Wrapping Co.; Andrew M. Bornhofen, Anetsberger Bros., Inc., Northbrook, Ill., and Jerome H. Debs, Chicago Metallic Mfg. Co., Chicago.

Raymond J. Walter continues as the executive secretary of BEMA, with association executive offices at 511 Fifth Avenue, New York.

Armand Hecht, Hecht's Bakery, Inc., Bristol, Tenn., and chairman of the Z-50 Committee, American Standards Assn., sponsored by the American Society of Bakery Engineers, delivered an address on safety in the baking industry. An insight into the possibility of material allocations was discussed by Philip Talbot of the U.S. Department of Agriculture, Washington. The manufacturers are aware of the seriousness of the present situation and are taking energetic steps toward the maintenance of an adequate food supply for civilian and military consumption, it was pointed out. The association plans to develop immediately a critical materials list, indicating the industry's requirements. Both members and non-



Carl W. Steinhauer

members will be asked to cooperate in this project.

Arthur F. Cummins, Century Machine Co., Cincinnati, chairman of the association's committee of technical engineers, reported on the progress of the baking industry sanitation standards committee, and the fact that more than 100 executives and companies were now engaged in this work for the best interest of the industry, and that 6 new task groups, making a total of 11, had been constituted and were actively engaged.

The association authorized the continuance of its active support, both from the standpoint of member participation and financial support.

ters to produce satisfactory fruit cakes.

Following Mr. Carlin's discussion, Reiney E. Lutz, Durkee Famous Foods, Chicago, spoke on the subject of balancing fruit cake formulae.

C. A. Barnes, Bakers Helper, was the first speaker on the afternoon session. He discussed cake machinery improvement.

Nicholas Deininger, Arthur D. Little, Inc., Cambridge, Mass., discussed paper package odors.

Dr. William B. Bradley, scientific director, American Institute of Baking, told of the research work that can be done at the institute for the cake bakers, such as rate of deterioration, if this can be measured scientifically, and methods for using cake stale returns. Many other projects, he said, can be conducted such as a nutritive value study, which he said is a necessity. Cake has been given a bad reputation by dentists and food faddists, he remarked, but said that the high fat contents of most baked goods prevents tooth decay by sugar.

Ralph D. Ward, Drake Bakeries, Inc., Brooklyn, presented a resolution on Chinese dried eggs, as follows: "The wholesale cake section recommends that the board of governors adopt the following resolution:

"Whereas, imports of dried eggs from Communist China are priced so cheap that domestic driers are unable to compete with them, and

"Whereas, this results in further accumulation of dried eggs by the Commodity Credit Corp. under the price support program at the expense of the heavily burdened taxpayers and to the detriment of the American working man, now therefore,

"Be it resolved, that the board of governors of the American Bakers Assn. at its annual convention recommends that the government of the U.S. place an immediate embargo on all imports of dried eggs from Communist China."

The resolution was unanimously adopted by the cake branch.

Gus L. Fay, field merchandising representative of the Bakers of America Program, gave the results of a survey showing that housewives' opinion of "store" cake is not flattering.

(EDITOR'S NOTE—The complete results of the survey of housewives' opinion of wholesale cake, as reported by Mr. Fay, appear in an article on page 26 of this issue.)

### Wholesale Cake Branch:

## Cake Bakers Seek Enlarged Market, Improved Product

CHICAGO—Under the chairmanship of Howard B. Tolley, National Biscuit Co., New York, the wholesale cake branch session Oct. 13 produced a varied and highly interesting assortment of discussions of industry developments and problems.

The rapid increase in the production and consumption of prepared cake mixes for home baking presents a very real threat to the bakery trade in cakes, Mr. Tolley said, and unless the trend toward the use of these mixes is arrested, serious inroads will be made into commercial cake production. "The dry mixes are a growing business," he said. "Every year since their inception the volume has shown an increase. Bakers are faced with finding means of combating this competition."

Don F. Copell, Wagner Baking Corp., Newark, N.J., gave a brief report on the activities of the committee in charge of bakery equipment sanitation standards.

Silicone coating on cake pans was discussed by Dr. John J. Russell, technical director, National Glaco Chemical Corp., division of Ekco Products Co., Chicago. Dr. Russell explained in some detail the vast research that had been made on bak-

ing pan surfaces to find materials that would eliminate or reduce the amount of grease required to release baked goods from pans. Silicone coated pans have proved to be the answer on most types of breads, he said, and work satisfactorily on cake, although it has not been possible so far to completely eliminate the use of small amounts of grease on cake pans.

Tyler R. Stevens, American Machine & Foundry Co., New York, used a series of film slides to illustrate the evolution of dough mixing from prehistoric days down through the introduction of machinery in the 18th and 19th Centuries to the modern, streamlined methods of the present. He predicted a growing trend to the continuous mixing process in the future.

Proper selection of sound quality fruits and nuts and expert preparation of these materials prior to mixing with batter is the key to successful fruit cakes, George T. Carlin, assistant director of research, Swift & Co., Chicago, told the cake bakers. He outlined the many methods of curing and preparing fruits and peels and explained the wide range of individual ideas concerning the proportions of fruits and bat-

The results of this survey were shown on slides. The women mentioned use cake most often as dessert, but made it mostly themselves. Nine out of 10 women bake cake at home at times, and 80% of them had baked at home during the previous month. The average cost of cake made at home was 74¢, of that bought at bakeries \$1.01, and with cake mix 47¢; "store" cake was lowest. One fourth of those baking at home used cake mixes.

The women were very critical of store cake, believing bakers use substitutes. This belief was quite general. They said better packaging was needed as cakes get smashed when carried home.

Searing W. East, counsel for the American Bakers Assn., told of the volume reporting service being conducted for bread bakers, saying that the ABA is ready to do the same for cake bakers. He suggested the cake bakers appoint a committee to consider this.

The last part of the program consisted of a panel discussion on merchandising problems. The first speaker was Harvey H. Robbins, executive secretary, Laminated Bakery Package Research Council, whose subject was packaging from a sales viewpoint. The principal objective of bakery packaging is to move or sell goods, he said. On the functional side, packages have to literally move or transport goods, and proper packaging has to do the important job of influencing sales, to move goods off the grocer's shelf. Sales depend on what the goods look like in the store, and on their condition when they arrive at the home, it was said.

There are four merchandising fundamentals, which have to be brought into proper balance: Quality of product, proper packaging, effective display and merchandising and effective advertising.

Other members of the panel were James A. Dewar, regional manager, Continental Baking Co., Chicago; James K. Mulligan, Ward Baking Co., Chicago; Arthur J. Ellis, Farm Crest Bakeries, Inc., Detroit, and Charles Lloyd, Grennan Bakeries division, Purity Bakeries Corp., who substituted for Fred W. Voepel of the same company.

Howard B. Tolley, National Biscuit Co., New York, was reelected chairman of the ABA wholesale cake branch, and Carl Denton, Farm Crest Bakeries, Inc., Detroit, was elected vice-chairman.

### House-to-House Branch:

## "Tremendous Potential" Seen for House-to-House Operations

CHICAGO—A good attendance was recorded at the house-to-house branch meeting of the American Bakers Assn. held the afternoon of Oct. 17. Duane R. Rice, Rice's Bakery, Baltimore, was chairman and introduced John F. Cline, Jr., Elmer L. Cline, Inc., New York, who acted as chairman of the meeting.

F. Steinmetz, White Baking Co., St. Louis, read a paper prepared by N. B. Clinch, Manor Baking Co., Dallas, who was unable to be present. Mr. Steinmetz added his own views on a number of subjects, and brought out some interesting points. He stated the house-to-house branch has a tremendous potential which has not been touched. To achieve savings in production, he said, one must have a

good shop layout; it should be streamlined, which results in smooth operations. The weigh-up units must be properly handled, as a lot of ingredients are wasted. The ingredient room should be locked and an ingredient man should be responsible to make periodical reports. The machinery and equipment should be the kind that can be easily cleaned, and new equipment should be purchased when it can cut costs and make more and better products.

Production is no better than the ingredients used, and care should be used in the purchase of these, it was said—a careful check should be kept at all times. Salesmen, he said, can only make a certain number of stops, and if they have to sell too many va-



rieties, they will not show all of them to all customers. The smaller the number of varieties the more the salesman will be able to work them, mulate.

John Hagy, Freihofer Baking Co., Philadelphia, spoke in place of Paul K. Corcoran, Holmes & Son, Inc., Washington, who could not be present. Mr. Hagy discussed credits.

Mr. Hagy said he was a firm believer in credit control, as it is just as important to collect as it is to sell. A lenient credit policy is always a losing venture, he claimed.

Elmer Cline, Elmer L. Cline, Inc., New York, discussed advertising. There is much detail in house-to-house operations, and every sale is the result of personal contact with consumers, he said.

Chester E. Borck, Borck & Stevens, Inc., Bridgeport, Conn., was the last speaker with remarks on training salesmen. He asked four questions, the first being "Do We Realize the Necessity of a Training Program?" There is a right and wrong way to hire men, and the men should also be trained on taking orders, he said. Holidays, he added, are becoming more numerous and special efforts should be made to keep the business up in a five-day week with a holiday. In his company the salesmen carry their own credits. When checking trucks, they found that by shutting off trucks when making stops, they saved 34% in gasoline.

The second question was "Do We Sell Our Leaders on the Importance of Training?" The management should take the time to do this, and have frequent meetings with the supervisors. The same is true to train the leaders to train the salesmen. They should allow the supervisors time to do this.

Another question was "Do We Have an Active, Well Rounded Program?" In selecting potential salesmen, the company must have good methods and set quotas. Have meetings with the men, use house organs to define the company policy, Mr. Borck said.

Mr. Rice appointed the following to serve on the house-to-house advisory committee: Fred W. Bakemeyer, White Baking Co., Indianapolis; John Hagy, Freihofer Baking Co., Philadelphia, and Carlos S. Pickering, Mrs. Conkling's Bakery, San Diego. The meeting elected Mr. Borck as program chairman for next year.

#### PHILIP ORTH, JR., ADDRESSES ROCKY MOUNTAIN BAKERS

CHEYENNE, WYO.—Philip Orth, Jr., Ph. Orth Co., Milwaukee, president of the National Bakers Supply House Assn., was a featured speaker at the annual fall meeting of the Rocky Mountain Bakers Assn. at the Plains Hotel here recently.

The meeting was attended by a good representation of bakers from Colorado and Wyoming, with the Denver delegation making the trip on two special cars attached to the Union Pacific's City of St. Louis. The morning was given over to a social hour with the allied tradesmen supplying refreshments.

The afternoon was given over to the business meeting. E. W. Schmitt, Bender's Bakery, Denver, president of the association, opened the meeting. L. J. Todhunter, L. J. Todhunter Co., Denver, then took over as master of ceremonies. Cheyenne city officials spoke briefly, welcoming the delegates to their city.

Ted Kunde, Western Bakers Supply Co., Denver, secretary, said that the association is in good shape and

"alive to the interests of the industry in the Rocky Mountain area."

Mr. Orth designated the supply salesman as the "bakers silent partner" and pointed out the many ways the silent partner can be of service to the baking industry. He also told of the National Bakers Supply House Assn., which he heads, and the work the organization is doing to serve better the bakers of the country.

One of the things being promoted by the organization is the "free package of service with every order" idea. This package contains three boxes, he said, labeled "good materials," "good merchandising" and "good business sense." The supply house men, he declared, are aware of the fact that if the bakers progress in business volume the supply houses advance proportionately.

"We hope that in the years to come the National Bakers Supply House Assn. package of service will become larger and larger as its present plans—like its container simplification program—are completed and new ideas are born," said Mr. Orth. "These are confusing times—we hardly know which way to turn from day to day as agricultural surpluses accumulate but prices go on spiraling upwards."

"We are surrounded by competition—the housewife herself, competitive dessert industries, and now the competition of government. It is going to take all of our collective action and our collective thought, 24 hours a day, seven days a week, to survive profitably, much less grow."

#### ARBA Research Committee Members Named by Chairman

CHICAGO—Otto Lindstrom, Lindstrom's Bakery, Racine, Wis., chairman of the research and education committee of the Associated Retail Bakers of America, has announced the appointment of five members of his committee. They are:

Joseph W. Vann, Vann's Pastry Shops, Milwaukee; Fred W. Poehlmann, Poehlmann Baking Co., Milwaukee; Harold Strauss, Strauss Bakery; Charles Fingerhut, Fingerhut Bake Shop, and George Krubert, Krubert's Bakery, all of Chicago.

The committee held its first meeting here Nov. 6 and decided on the twin projects of raising the overall quality level of retail bakery products and recruiting and training young men for careers in the baking industry.

At future committee meetings, each member will bring a shop and sales tested bakery product that is thought to be outstanding. The formula may have been developed by a committee member or may be received from another baker. These products will be judged by the committee as part of the first phase of the program, then photographed and released to ARBA members.

The second goal is divided into two phases. The first will be the development of a job training program. High quality bakeshops will be designated "certified shops" and men will be assigned there for training. The second phase will be the encouragement of and assistance to local bakers' organizations wishing to establish bakery trade schools in public school systems.

The committee is expected to meet monthly, probably during the first week of the month.

## Philip W. Orth, Jr., Reelected President of Bakery Suppliers

COLORADO SPRINGS, COLO.—Philip W. Orth, Jr., Ph. Orth Co., Milwaukee, was reelected president of the National Bakers Supply House Assn. at its 33rd annual convention held at the Broadmoor Hotel here Oct. 30-Nov. 2. Other officers also were reelected as follows: Paul Cadwell, J. W. Allen & Co., Chicago, vice president; Henry R. Kingdon, Bessire & Co., Inc., Indianapolis, secretary, and Gerald Henry, Henry & Henry, Inc., Buffalo, treasurer.

New directors elected for a four-year term were Robert Lannan, Aslesen Co., Minneapolis, and J. A. Leavitt, W. H. Bantz Co., Salt Lake City, while reelected directors were Clifford Johnson, H. A. Johnson Co., New York, and Paul Cadwell, J. W. Allen & Co., Chicago.

Theme of the convention was "We Can . . . We Must Sell More in '51." Chairman of the affair was John P. Garrow, Chapman & Smith Co., Chicago, with Ted Kunde, Western Bakers Supply Co., Denver, and George Klimes, Huter-Quest & Co., Inc., Louisville, as co-chairmen.

Featured speakers were Edward McFaul, who gave a humorous address on "How Confused Can You Get?"; Carl Steinhauer, Union Steel Products Co., Albion, Mich., president of the Bakery Equipment Manufacturers Assn., who talked on "You Can Sell More Machinery and Equipment"; and S. J. Schneider, secretary-manager of the Louisville Credit Men's Assn., whose topic dealt with "Credit Is Everybody's Business." Balance of the half-day sessions was devoted to discussions on the many phases of bakery suppliers operations.

Daniel R. Forbes, Washington, D.C., counsel for the association, pointed out that the proposed standard of identity for frozen fruits provides valuable protection, not only to members of the association but to their retail baker customers as well.



Philip W. Orth, Jr.

The proposed standard for frozen fruit requires label declaration of the quantity of each ingredient in industrial size containers. Mr. Forbes remarked that this is the first instance in which the Federal Security Agency has required ingredients to be declared in terms of quantity.

At the invitational luncheon, Nov. 1, which was open to guests, members of the trade press and industry association officers, Walter M. Jennings, executive secretary of the Associated Retail Bakers of America, stressed the importance of helping the retail baker, teaching him uses of the products he buys and working with him in every way to promote his business.

Afternoons of the meeting were devoted to sightseeing trips through the surrounding Rocky Mountain area including a trip to Pike's Peak.

## Quality Baked Goods Stressed at Connecticut Bakers Meeting

HARTFORD, CONN.—Quality in baked goods was stressed strongly by the speakers at the one-day convention of the Connecticut Bakers Assn., Inc., held here Nov. 1 in the Hotel Bond. Improved sales must come from the inside out and only good products, made of high grade materials in the most careful manner, can build a permanently successful business, it was pointed out.

William E. Doty, California Raisin Advisory Board, Fresno, Cal., was the first to emphasize the quality theme in his talk on "Building Demand for Baked Goods." He also told his hearers that the heavy demands by wine makers have caused a scarcity of grapes and have made necessary the recent increase in the price of raisins.

Dr. L. V. Burton, executive director of the Packaging Institute, Inc., and former editor of Food Industries, after reviewing the situation on available supplies for food packaging, also hammered on the idea of putting quality into the loaf of bread.

John J. Egan, state labor commissioner, discussing Connecticut's new mercantile wage order, advised against any change from the present method of establishing minimum

wages, saying that to do this by legislation might mean that it would become a political football with one politician out-promising the other.

The Standard Brands' "Avenues of Opportunity" film, with its emphasis on suggestive selling of baked goods, was presented.

The entire slate of officers was reelected. This continued in office Louis A. Steves, Viking Baking Co. as president; Peter Baggish, Julius Baggish Bakery, Inc., as vice president; Charles R. Hoffmann, Hoffman Baking Co., as treasurer, and Charles Barr, Charles Barr & Associates, as secretary. Retail vice president is Norman C. Heilman, Heilman's Bakery; wholesale, Miss Helen S. Johnson, Soderholm Baking Co.; house-to-house, Chester E. Borck, Borck & Stevens, Inc.; specialty, A. N. Perler, Perler Bakery, and Italian, Frank Del Vecchio, Legna Baking Co.

The new vice president in charge of the allied division will be Louis Adelman, Bakers Equipment Co. The three allied representatives named were John J. Casey, Standard Brands, Inc.; Joseph F. Gubbins, Procter & Gamble Co., and Carl M. Ganzle, Caravan Products.



**KENTUCKY BAKERS ELECT**—Newly-elected officers of the Kentucky Master Bakers Assn., named at the group's recent annual convention in Louisville, are shown above. Seated, left to right, are J. C. Heitzman, J. C. Heitzman Bakery, Louisville, president, and Leslie Magee, Magee's Bakery, Maysville, retiring president. Standing, left to right, are Otto Lehman, O. W. Lehman's Bakery, Louisville, treasurer, and Claude Ford, Grocers Baking Co., Owensboro, vice president. Charles Heitzman, Charles Heitzman Bakery, Louisville, is the new secretary of the association.

## Problems of Baking Industry Studied at Kentucky Meeting

LOUISVILLE—The problems of pie quality and uniformity, employee-management relations, wage and hour laws and the declining consumption of bakery products were spotlighted during the 40th annual convention of the Kentucky Master Bakers Assn. at the Seelbach Hotel here recently. Registration at the meeting totaled 121.

The convention was called to order for the morning session by Leslie Magee, Magee's Bakery, Maysville, president. A welcome was extended by William Gossage, Grocers Baking Co., Louisville, co-chairman. Convention chairman was Elmer Neudecker, Donaldson Baking Co., Louisville.

O. J. Pickens, Wilson & Co., Chicago, speaking on the subject "Quality and Uniformity in Pies," noted that the baking industry is only making about 20% of the present pies being consumed. Mr. Pickens said the solution was to go to the housewife and find out what she wants and give it to her. He said that it was up to retail bakers, rather than wholesalers, to increase housewife buying.

Mr. Pickens gave practical down-to-earth pointers on improving pies. Starting with the pie crust, Mr. Pickens observed that filling is more important than crust, although both should be good, since a good filling will sell a pie with a poor crust but not vice versa.

### Don F. Copell Speaks

Don F. Copell, Wagner Baking Corp., Newark, N.J., president of the American Society of Bakery Engineers, spoke at the annual banquet. His subject was "Employee Management Relations" and he gave many interesting and thought-provoking facts in this connection. Mr. Copell's speech was followed by a floor show and dancing.

The morning session Oct. 3 began

with an early breakfast with group singing led by Harry Gardner, Union Steel Products Co., Albion, Mich.

Philip Grau, Red Star Yeast & Products Co., Milwaukee, and noted lecturer on civics and law at the University of Chicago, gave his address, "This Is Our America—Let's Keep It So." He pointed to present events, both here and abroad, and especially in the Orient, and cited their influence on our nation.

The final speaker was William E. Doty, bakery service manager of the California Raisin Advisory Board, Fresno, Cal. On the subject of the decline in consumption of bakery products, Mr. Doty noted that according to a recent trade journal survey consumption is still going down. He said that it was his belief that this was due to other foods being bought instead and pointed out that the consumer only uses one half of the energy he formerly did in the days when labor was longer and harder and more manual, and, therefore, the drop in consumption of energy foods such as bread was no surprise. His suggested remedies included proper advertising and merchandising and the making of "specialty bread," to be packaged and sold "specially." Mr. Doty also agreed with a previous speaker that retailers have a far better chance than wholesalers to up consumption of bakery products and so the job falls on their shoulders.

New officers elected by the association were: J. C. Heitzman, J. C. Heitzman Bakery, Louisville, president; Claude Ford, Grocers Baking Co., Owensboro, vice president; Charles Heitzman, Charles Heitzman Bakery, Louisville, secretary, and Otto Lehman, O. W. Lehman's Bakery, Louisville, treasurer. Past president is Leslie Magee, Magee's Bakery, Maysville.

A vote of thanks from all members was given to the retiring secretary,

M. J. Fickenschner, Cookie Jar Bakeries, Newport.

The following directors were re-elected: Bernard Bowling, Louisville; Carl Vogt, Jr., Dayton, and Clem Gerbes, Elizabethtown. Also elected was Glynn Burke, Danville.

During the convention's business meeting the allied group reelected Bob Priest, Wesson Oil & Snowdrift Sales Co., Louisville, as allied representative.

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## Louis E. Caster Renamed President, Chairman of AIB

CHICAGO—Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., was reelected president and chairman of the American Institute of Baking at a meeting of the board of directors of the AIB here Oct. 18. Other officers named included:

Milton Petersen, P. F. Petersen Baking Co., Omaha, vice chairman; Howard O. Hunter, Chicago, executive vice president; Joseph A. Lee, Standard Brands, Inc., New York, treasurer, and Paul Chapman, Chapman & Smith Co., Chicago, secretary.

Elected to the executive committee were: Mr. Caster; Mr. Petersen; Mr. Lee; John T. McCarthy, Jersey Bread Co., Toledo, Ohio; C. Everett Casto, Ward Baking Co., New York; Ernest L. Southwick, Farm Crest Bakeries, Inc., Detroit, and G. Cullen Thomas, General Mills, Inc., Minneapolis.

At the annual meeting of members of the AIB held earlier in the day the following directors of the institute were elected for three-year terms, from 1951-53:

Majority directors — Mr. Caster; F. W. Birkenhauer, Wagner Baking Corp., Newark, N.J., and Ralph D. Ward, Drake Bakeries, Inc., Brooklyn.

Minority directors—Paul E. Clissold, Bakers Helper, Chicago; Mr. Lee and Mr. Thomas.

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## ARBA Plans 1951 Convention in Pittsburgh

CHICAGO—The 1951 convention of the Associated Retail Bakers of America will be held May 6-8 at the William Penn Hotel in Pittsburgh.

The announcement was made by Albert E. Wiehn, Wiehn's Bakery, Cleveland, chairman of the board of ARBA, after the directors had indicated their acceptance of the invitation issued by Gus Maseizik, president of the Retail Master Bakers Association of Western Pennsylvania.

Mr. Wiehn also announced that Paul Baker, Jenny Lee Bakery, McKees Rock, Pa., will be general chairman of the 1951 meeting.

There will be no exhibition held in connection with the convention, Mr. Wiehn said.

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### KANSAS BAKERS SEE FILM

EMPORIA, KANSAS—A film of the Kansas University-Oklahoma A. & M. College football game was shown at the fall meeting of the Kansas Bakers Assn. at the Emporia (Kansas) Country Club Oct. 30.

## ASBE Plans 1951 Meeting in Chicago March 5-8

CHICAGO—The 27th annual meeting of the American Society of Bakery Engineers will be held at the Edgewater Beach Hotel here March 5-8, 1951, according to a recent announcement by Victor E. Marx, American Dry Milk Institute, Inc., Chicago, ASBE secretary.

An outline of the suggested program for the meeting was presented to the executive and advisory committees of the society by J. S. Devanny, International Milling Co., Lincoln, Ill., program chairman, Oct. 14 at the Bismarck Hotel here.

Other members of the executive committee present were Howard Tolley, National Biscuit Co., New York; Fred Weberpals, H. C. Bohack Co., Brooklyn, and Rowland J. Clark, the W. E. Long Co., Chicago.

William L. Grewe, International Milling Co., Chicago, will be in charge of the baked foods display.

The semi-annual meeting of the executive and advisory committees of the society was presided over by Don F. Copell, Wagner Baking Corp., Newark, N.J., ASBE president, with about 40 present. Mr. Devanny announced his suggested session chairmen and special events chairmen and outlined the general subject matter of the program to be presented. He was assisted by L. P. Kenney, Red Star Yeast & Products Co., St. Paul, assistant program chairman.

Earl B. Cox, Helms Bakeries, Inc., Los Angeles, first vice president, reported that the members of the ASBE chapters on the West Coast were greatly impressed with the presentation which Mr. Copell had made on a recent trip to each of the four chapters located in Los Angeles, Portland, Seattle and Spokane.

P. E. Minton, American Molasses Co., Chicago, chairman of the index committee, reported that the index of all the publications of the society has now been completed, comprising 12,000 cards, and has been micro-filmed for preservation and security. The index is now available for reference by members at the society office.

Charles E. Riley, Brolite Co., Chicago, second vice president, told of his visits to members of the society in Europe this summer and gave their reaction to the society's activities.

Robert Wold, Silver Loaf Baking Co., Spokane, Wash., chairman of the Inland Empire chapter, was the only chapter chairman present.

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## Fred Laufenburg Heads Association Secretaries' Group

CHICAGO—Fred Laufenburg, executive secretary of the Wisconsin Bakers Assn., Milwaukee, was named chairman of the National Council of Bakery Association Secretaries at the annual meeting of the group held here Oct. 16 during the 1950 convention of the American Bakers Assn. Miss Thelma Dallas, secretary of the Illinois Bakers Assn., Chicago, was reelected as service secretary of the group.





**NEW MARKET TICKER**—Members and guests of the Bakers Club of Chicago recently celebrated (above) the installation of a Western Union Statistical Ticker in the club's quarters in the Hotel Sherman. The high-speed machine carries the continuous and noncontinuous quotations of the commodity market. The availability of quotations was hailed by the officers, directors and members of the club as an "important service."

## MOSTLY PERSONAL

**D. H. Tompkins** of E. E. Dusenberry Co., Des Moines, president of the Iowa Flour & Allied Trades Assn., was a visitor in Minneapolis-St. Paul Nov. 2. He attended the regional bakers' meeting in St. Paul sponsored by the Associated Bakers of Minnesota with the cooperation of the Minnesota Allied Trades of the Baking Industry.

**Frank G. Jungwaelter**, formerly secretary of the Associated Retail Bakers of America, appeared on the Original Amateur Hour radio program in Chicago the evening of Nov. 2. He appeared on this same program, when conducted by Major Bowes, while in New York City 12 years ago. Mr. Jungwaelter gave his one-man band imitation, and before the program was concluded, had received more than 600 votes.

**R. J. P. Campbell**, a bakery engineer from London, was in Chicago last week. He visited the Bakers Club several times. Mr. Campbell handles bakery equipment and supplies.

**Harold Kevern**, son of H. L. Kevern, Swift & Co., St. Paul, was graduated Oct. 28 as a second lieutenant from Reese Air Base flying school near Lubbock, Texas. Following a short leave, Lt. Kevern will be stationed at Great Falls, Mont.

**L. P. Kenney**, Red Star Yeast & Products Co., St. Paul, and **Mrs. Kenney** toured the New England states during a vacation trip the last week of September and the first week of October.

About 75 friends in the baking and allied trades attended the testimonial dinner given at the Waldorf-Astoria Hotel in New York Oct. 24 to honor **Samuel (Whitey) Rubin**, president of H. S. Levy & Son. The dinner was given by the Associated Bakers, Inc., in recognition of Mr. Rubin's promotion of good will among the wholesale bakers serving the restaurant trade and of his work as president of the association "during trying times." Several members of the industry spoke, and Mr. Rubin was presented with a sterling silver candelabra and bowl.

**Dr. Francis Aylward**, head of the department of bakery and confectionery at the Borough Polytechnic, Lon-

don, has been awarded a Robert Blair fellowship, which enables him to study food technology in the U.S., with particular reference to the training of personnel for the food industries. He has been appointed guest in food technology at the Massachusetts Institute of Technology, and he will be there during the first few weeks of his six-month stay in the U.S. Later he will tour universities and food institutes in the U.S.

**Oscar Dick**, son of the late Hector Dick, founder of the Dick Bros. Bakery at Manitowoc, Wis., has been elected president of the firm. He succeeds his father, who died in September. Other officers named during the reorganization stemming from the elder Mr. Dick's death are **Edward Zima**, vice president, and **Ray Cherney**, plant manager. **Edward Drida** has been named foreman of the bread department; **Phillip Bottoni**, head of the cake department; **Thomas Lam-**



**John L. Parry**

**LEVER APPOINTMENT**—Appointment of **John L. Parry** as sales manager of the bulk edible department of **Lever Bros. Co.** has been announced at company executive offices in New York. Mr. Parry will have charge of sales for Lever's shortening used by the baking trade. His headquarters will be in Lever's general offices, 80 Varick St., New York City.

**lbe**, sales manager, and **Edward Wickert**, maintenance.

Several officials of the Fuchs Baking Co., South Miami, Fla., have received special recognition for services rendered in public activities. **Luther L. Chandler**, president, has been appointed to the budget committee of the Welfare Community Chest. **Jodean P. Cash**, executive vice president and general manager, has been invited to become a member of the citizens board of the University of Miami. He also has been appointed a member of the board of trustees of the Southern Bakers Assn. University Fund. **R. E. Chivers**, assistant general manager, has been made a director of the Dade County Red Cross.

The former **Miss Helen Cecilia McGough**, president of McGough's Bakeries, Birmingham, Ala., was married Oct. 20 at Birmingham to **Dr. Ralph J. W. Hobbs**, on the staff of the Alabama Medical College. Mrs. Hobbs is a member of the board of governors of the Southern Bakers Assn. and the Tri-State Bakers Assn. The couple is honeymooning at Sea Island Beach.

**Fred Poehlmann**, secretary and treasurer of the Poehlmann Baking Co., Milwaukee, has been announced as winner of the Three Lakes, Wis., fish contest which was held during the past summer. Just prior to leaving for Milwaukee from his summer home on Big Four Lake, Mr. Poehlmann caught a 9-lb., 2 oz. walleyed pike, which outweighed the second place winner by 1 oz.

**Harold K. Wilder**, executive secretary of the Virginia Bakers Council, Inc., Richmond, Va., was elected president of the Virginia Food Council, Inc., at its recent annual meeting. The Virginia Food Council is composed of representatives of food manufacturers, producers, processors, distributors and others interested in food distribution.

At a press conference held Oct. 17 by **David M. Levitt**, president of the Doughnut Corporation of America, New York, in the Sherman Hotel, Chicago, he stated that virtually a half million doughnuts were consumed by the delegates and their staffs in the United Nations luncheon at Lake Success, N.Y., during the past year.

Mr. Levitt further explained that "the morale building effect of the little round cake with the hole in the middle is well known to everybody, and has been amply proved in the World War II consumption figure of a million doughnuts per day. But, its wholehearted acceptance at the U.N. forecasts still another trend, for we've found that people who dunk doughnuts are by and large peace-loving and harmonious citizens."

**Walter M. Jennings**, executive secretary of the Associated Retail Bakers of America, Chicago, became the father of a baby girl Oct. 27.

## MINNESOTA BAKERS ALTER 1951 CONVENTION DATES

**MINNEAPOLIS**—The 1951 convention of the Associated Bakers of Minnesota, originally scheduled for the Radisson Hotel in Minneapolis May 7-8, has been changed to May 14-15, according to an announcement by



**D. B. Vaughn**

**SALES MANAGER**—**D. B. Vaughn** has been named divisional sales manager of the International Milling Co. with headquarters at Minneapolis. He has been a member of the administrative bakery flour sales staff.

**J. M. Long**, secretary of the association.

The change was made because of a conflict between the original dates and those selected for the national convention of the Associated Retail Bakers of America, Mr. Long said.

—BREAD IS THE STAFF OF LIFE—

## HENRY C. KAYSER LEAVES DCA MINNEAPOLIS POST

**MINNEAPOLIS**—**Henry C. Kayser**, who has represented the Doughnut Corporation of America in the Northwest territory for more than 16 years, has resigned from the company effective Oct. 18.

Mr. Kayser, well known to the bakery trade in Minnesota and the surrounding territory, is a member of the Minnesota Allied Trades of the Baking Industry.

—BREAD IS THE STAFF OF LIFE—

## GOLF OUTING HELD BY BAKERS CLUB OF N. Y.

**NEW YORK**—The Bakers Club, Inc., held its last outdoor meeting Oct. 26 at the North Hills Golf Club in Douglaston.

Golf winners in class A were **Don Buhrer**, Clinton Foods, Inc., and **H. J. Scholes**. Class B winners were **Edward C. Twyford**, Causse Mfg. & Importing Co., and **Maurice F. Murphy**, Ekco Products Co., who was tied for second prize with **D. R. Rice**, Continental Baking Co.

## CONVENTION CALENDAR

**Nov. 12-14**—New England Bakers Assn.; Statler Hotel, Boston; sec., **Robert E. Sullivan**, 51 Exeter St., Boston.

1951

**Jan. 21-23**—Pennsylvania Bakers Assn., William Penn Hotel, Pittsburgh; sec., **Theodore Staab**, 5700 N. Broad St., Philadelphia.

**March 5-8**—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago; sec., **Victor E. Marx**, Room 1354, La Salle-Wacker Bldg., Chicago.

# Gladiola and Red Elephant

FLOURS OF  
EXCELLENT QUALITY

## FANT MILLING CO.

SHERMAN, TEXAS



Tom Smith

### TOM SMITH OF ABA DIES

Association Official's Death Ends 23  
Years of Service to Bakers'  
Group

CHICAGO—Tom Smith, 59, executive vice president and secretary, American Bakers Assn., died Oct. 21 at St. Joseph's Hospital. He underwent an abdominal operation Oct. 3. Funeral services were conducted at St. Ignatius Church Oct. 25.

Mr. Smith's death which ended 23 years of service to the ABA, was the third this year to strike at top officials of the American Bakers Assn. M. Lee Marshall, then chairman of the board of ABA, died Aug. 1 following a heart attack. Eugene K. Quigg, then ABA president, died March 31 following an emergency operation.

Born in Hannibal, Mo., Mr. Smith became an active partner in Zimmerman's Bakery there in 1919, following service in World War I. In 1924, he attended the American Institute of Baking's school of baking. He sold his interest in the bakery in 1927 and went to Chicago, where he joined the staff of the ABA as a field representative. A year later, July 15, 1928, he was named secretary of the association.

Shortly afterwards, he became secretary of the American Institute of Baking, serving both organizations until 1944, after which he devoted his full time to the association and the American Bakers Foundation, of which he was also secretary.

Only a few weeks ago the executive committee of the ABA appointed Mr. Smith to the office of executive vice president, the first time such an office had been designated.

His service in connection with the Baking Industry Expositions of 1930, 1936 and 1949 as well as his part in the planning and presenting of the annual ABA conventions won him friends in both baking and allied circles.

Mr. Smith also served as secretary for the National Bakers Council, code authority for the baking industry during 1934 and 1935. He was a \$1-a-year-man with the Office of Production Management, before war was declared in 1941, assisting the Army in bread procurement problems. For this service he received a citation, which reads: "Much goodwill continues from the groundwork you have laid."

—BREAD IS THE STAFF OF LIFE—

### NEW CONSULTING SERVICE

BALTIMORE—S. W. Arenson, formerly chief of the department of

fundamental research at the Doughnut Corporation of America, has recently initiated a consulting service known as Food and Development Laboratory at 1403 Eutaw Place in Baltimore. New York offices are at 1133 Broadway. The organization will render proof and development services to suppliers of ingredients to the baking industry, to the baking industry itself and to the potato chip industry.

—BREAD IS THE STAFF OF LIFE—

### THOMAS B. SCHMIDT, SR., OF CAPITAL BAKERS, DIES

HARRISBURG, PA.—Thomas B. Schmidt, Sr., president of Capital Bakers, Inc., and an active civic leader of Harrisburg, died at his home Oct. 6 following a serious illness. He was 54 years old.

## 2 BAKERY TESTED QUALITY FLOURS



High Protein



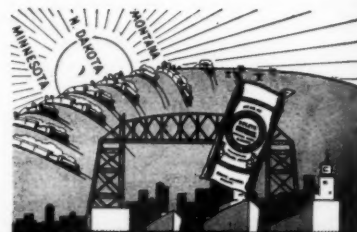
Low Protein  
Mellow Type

Wide Tolerance Flours Make  
Happy Production Hours

### NEBRASKA CONSOLIDATED MILLS COMPANY

OMAHA, NEBRASKA

Fremont Grand Island Hastings



### The Choice of the Finest Hard Wheats

The only mill in this great terminal  
market, Universal consistently offers:  
**BETTER SPRING WHEAT  
AND DURUM FLOURS**

**DULUTH UNIVERSAL  
MILLING CO.**

Duluth, Minnesota

### Snow Lily

Fancy Short Patent  
Biscuit and Pastry Flour  
**ENNS MILLING CO., Inman, Kan.**  
Southern Regional Office  
933-35 Exchange Bldg., Memphis, Tenn.

### Super Chief

High Protein Flour  
**GREEN'S MILLING CO.**  
Morris, Minn.

### Miner - Hillard Milling Co.

WILKES-BARRE, PA.  
Manufacturers of  
**CORN FLOUR - CORN MEAL  
CORN SPECIALTIES**

# After all!

"THERE IS NO  
SUBSTITUTE  
FOR QUALITY"



BECAUSE:

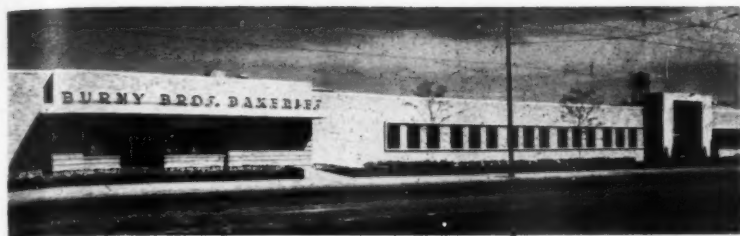
We have been millers of  
**BAKERY FLOURS**  
for more than 50 years

## BAY STATE MILLING CO.

WINONA, MINNESOTA

Millers of HARD SPRING WHEAT and RYE FLOURS





**NEW BURNY BAKERY**—A new and completely modern variety bakery (above), the world's largest, was officially opened Oct. 30 in Chicago by Burny Bros., Inc. The plant, an outgrowth of a bakery founded by three brothers in 1910, is equipped to produce more than 300 bakery items. The original bakery specialized in French bread. Today, 40 years later, the list includes a wide variety of rye, white and whole wheat breads, plain and fancy cakes (including wedding and birthday specials), rolls, coffee cakes and many other products. The plant, still presided over by the three founding Burny Brothers—C. J., George and Jule—is operated on a 24-hour-a-day basis by more than 600 employees. Completely modernized with natural illumination during daylight hours and indirect lighting at night, the building is equipped with huge ovens that can bake more than 35,000 loaves of bread each day.

#### FOUR BAKERS MEETINGS IN MINNESOTA DRAW WELL

**MINNEAPOLIS** — Four regional meetings for bakers held in Minnesota during late October and early November drew a total registration of 420 bakers and allied tradesmen. The meetings were sponsored by the Associated Bakers of Minnesota, with the Minnesota Allied Trades of the Baking Industry cooperating.

Schedule of the meetings was as follows: Oct. 24, Mankato; Oct. 26, St. Cloud; Oct. 31, Duluth, and Nov. 2, St. Paul.

The Duluth Retail Bakers Assn. was co-sponsor of the Duluth meeting and co-sponsors of the St. Paul meeting were the Associated Bakers of St. Paul and the Associated Bakers of Minneapolis.

Featured on the program of the meeting was a panel of four allied servicemen, with A. J. Vander Voort, head of the Dunwoody Baking School and technical editor of The American Baker, Minneapolis, serving as panel moderator. Servicemen who participated in the programs were:

Paul Busse, Anheuser-Busch, Inc., Chicago; Ray Gohde, Red Star Yeast & Products Co., St. Paul; Rodger Hopper, Swift & Co., Chicago; Charles Keeney, Procter & Gamble Co., Chicago, and Harry Larson, Standard Brands, Inc., Minneapolis.

A display of coffee cakes, layer cakes, fruit cakes, cookies and Danish pastries, featuring many specialty items, was presented at each meeting for discussion and inspection by the attending bakers. The servicemen stressed the importance of eye appeal and quality production as means to stimulate bakery product sales.

J. M. Long, secretary of the Associated Bakers of Minnesota, served as chairman of the meetings.

—BREAD IS THE STAFF OF LIFE—

#### IOWA BAKERS ASSN. HOLDS SIX REGIONAL MEETINGS

**WATERLOO, IOWA** — The Iowa Bakers Assn. held six regional meetings throughout the state during October and November, to acquaint Iowa bakers with new developments in the baking industry in production and sales.

Two of the meetings were held in conjunction with cake decorating schools, according to Charles E. Forsberg, Altstadt & Langlas Baking Co., Waterloo, president and secretary of the association.

Meetings were held in Sioux City, Clear Lake, Ottumwa, Spencer, Cedar Rapids and Des Moines. Members of the allied trades appeared on the

program with movies illustrating their talks, and bakery products were displayed and judged.

—BREAD IS THE STAFF OF LIFE—

#### LOUIS S. MYERS TALKS TO K.C. BAKER-ALLIED GROUP

**KANSAS CITY**—Economic and social conditions of Israel were outlined by Louis S. Myers, vice president and general manager of the Rodney Milling Co., Kansas City, in a featured speech at the November meeting of the Midwest Bakers Allied Club Nov. 6. Forty persons were in attendance at the luncheon which was held at the Hotel President.

Mr. Myers recently spent four days in Jerusalem with a group of U.S. businessmen who had been called to Israel by the government to survey the situation and to determine what further aid can be given to help the country.

It was announced that a stag party will be sponsored by the club at the Hillcrest Country Club Nov. 30. Plans for the annual Christmas party were outlined. The party will be held Dec. 20 in the Aztec Room of the Hotel President. It is the customary procedure of the club to invite underprivileged children to the party and have a gift exchange.

—BREAD IS THE STAFF OF LIFE—

#### ASBE CHAPTER, RETAIL BAKERS' GROUP TO MEET

**LOS ANGELES** — Merchandising methods for today's retail market conditions will be the keynote of the first joint meeting of the local chapter of the American Society of Bakery Engineers and the Master Bakers Retail Association of Los Angeles County, scheduled for Dec. 6. George Locke, nationally known marketing authority of Fresno, Cal., is tentatively listed as the main speaker for the meeting at Roger Young Auditorium.

The wives of the bakers and the bakery salesgirls have been invited. Emil Selby, Orowheat, is in charge of the program for the evening.

The new wheat crop was discussed at the October meeting of the ASBE.

—BREAD IS THE STAFF OF LIFE—

#### C. A. TACQUARD PROMOTED BY POLLOCK PAPER CORP.

**COLUMBUS, OHIO**—C. A. Tacquard, after serving for several years as assistant manager, has been appointed manager of the Waterproof-OHio division of the Pollock Paper Corp. here. The announcement of the promotion was made by Leslie L. Jacobs, executive vice president.



**Pleased?**

**Naturally!**

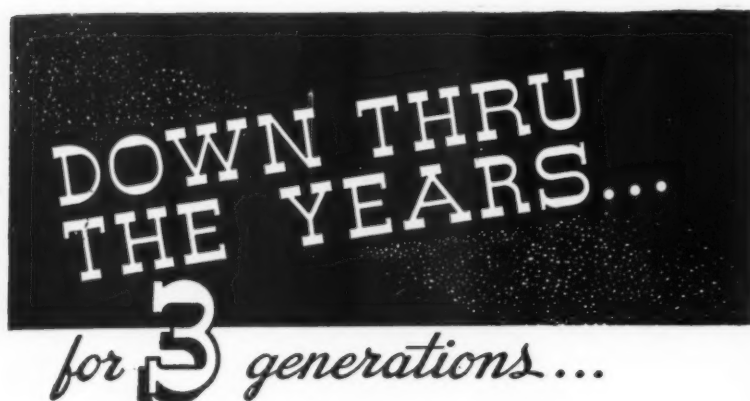
And so will you be pleased and your customers, too, with the use of Heide

GENUINE\* ALMOND PASTE  
MACAROON PASTE  
KERNEL PASTE  
MARSHMALLOW CAKE FILLER  
FONDANT ICING



\* Reg. U.S. Pat. Off.

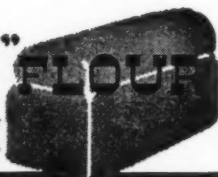
**HENRY HEIDE  
INCORPORATED  
NEW YORK 13, N. Y.**



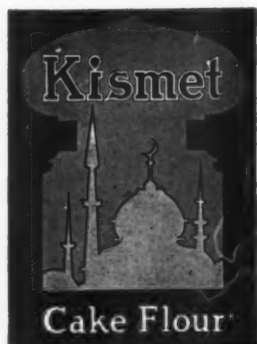
For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

**"Golden Loaf"**

TENNANT & HOYT COMPANY  
LAKE CITY, MINNESOTA



**FOR BAKERS**



*Standard of Quality*

**NOBLESVILLE MILLING COMPANY**  
INDIANAPOLIS 9, INDIANA

**Soft Winter Wheat Flours**

*Family - Commercial  
Export*

Long Distance Telephone 32  
Cable address — "Jasco"

**J. Allen Smith & Co., Inc.**  
KNOXVILLE 6, TENNESSEE

**"Sweet Cream"**

**"Very Best"**

*Quality Flours*

**W. J. JENNISON CO.**  
MINNEAPOLIS, MINN.



**MODERNIZED ZINSMASER PLANT**—During a recent open house at the new and expanded plant of the Zinsmaster Bread Co., Duluth, more than 2,250 visitors from the Duluth area toured the building and watched the various baking operations. The plant was extensively modernized to provide facilities for increased production, and the extension shown in the illustration above was built to house added delivery equipment. The 42 trucks operating from the plant can be loaded inside the building. A Zinsmaster news broadcast originated from the plant during the open house, during which Harry W. Zinsmaster, president of one of the Midwest's largest baking firms, was introduced.

## Harmony Discussed by Chicago Bakers' Groups

CHICAGO—The dinner meeting sponsored jointly by the Chicago Bakery Production Club and the Bakers Club of Chicago the evening of Oct. 11 at the Sherman Hotel featured a panel discussion on the subject of "Can Complete Harmony and Cooperation Be Obtained Between Production and Sales Departments?" Nearly 200 attended the dinner and about 50, including American Institute of Baking students, came later for the meeting.

This was the first joint meeting held by these two organizations. L. E. Caster, Keig-Stevens Baking Co., Rockford, was the moderator, and three production men and three sales executives made up the panel.

Otto Hallebach, Case-Moody Pie Co., Chicago, spoke first for production. His subject was who determines quality of products. He said it is not determined by any one factor.

"Production, sales and management should get together," he suggested. "Management should not lean toward either group but should be coordinator between them. Production men do not know merchandising and must consider the products, equipment available, ingredients, personnel and other items. The sales department can suggest a new idea, but this should be considered by production and management."

Fred Ecker, Burny Bros., Inc., Chicago, was the first to speak for sales. He claimed that sales should have a little more to say about quality than production. Regarding complete harmony between production and sales, he said he hoped some harmony would result from the meeting and "stir up some action."

Jack Guess, O'Connell's, Inc., Chicago, was the second member of the production panel. "Production must have the proper head, must have sufficient labor and equipment, kept in good condition, which will insure uniform production," he said. "There should be a deadline for sales to place orders with production. The production head should be responsible for production, wrapping, etc., and there should be a referee to judge products. Production needs help hints, and so do other departments."

Charles Prieb, Interstate Bakeries

Corp., Chicago, said there are 39 places where bread can go wrong.

"Full cooperation is required to give sales the best products possible," he said. "Salesmen should be told and taught what it takes to make a good product, and much can be accomplished with proper cooperation."

Emil Brugger, Moore's Baking Kitchens, Inc., Rockford, was the third member of the production panel. It is a problem for management to overcome differences between production and sales, he maintained. He advocated products control meetings at regular intervals.

"Salesmen should bring their complaints and ideas to their meetings and not direct to production," he said.

John Cronen, Molan's Bakery, Inc., Sheboygan, Wis., was the last member of the panel to present his views. Harmony can be obtained, he said, if the men try to understand each department's problems. Organization meetings should not be gripe sessions, he pointed out. Problems must be met by management but they should be discussed by the various groups, he added.

—BREAD IS THE STAFF OF LIFE—

### 11 FINISH DUNWOODY SCHOOL

MINNEAPOLIS—Eleven students completed their courses at Dunwoody Baking School here Oct. 27, according to a recent announcement by A. J. Vander Voort, head of the school.

## WANT ADS

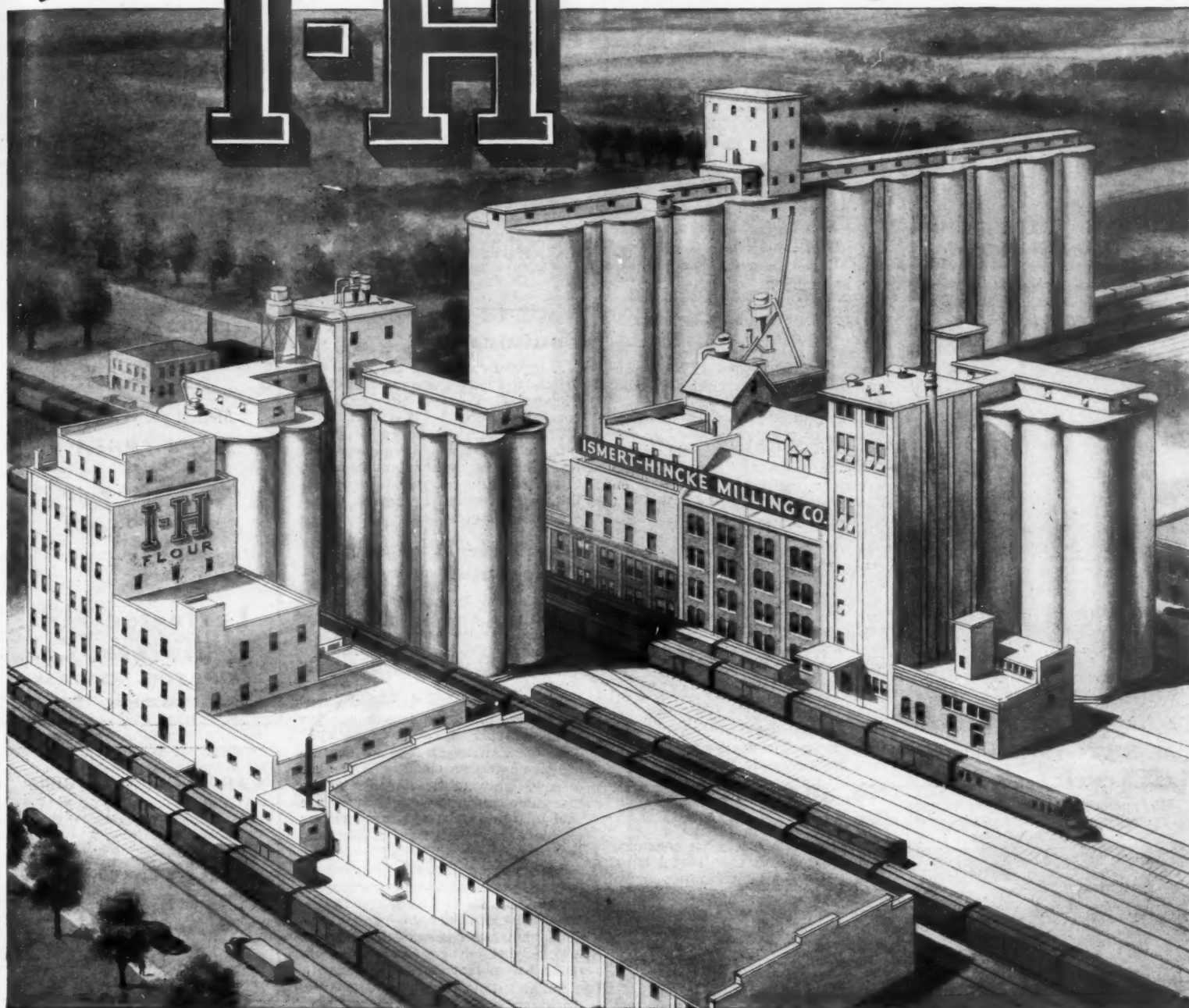
Advertisements in this department are 10¢ per word; minimum charge, \$2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, \$1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$6 per inch per insertion. All Want Ads cash with order.

### BUSINESS OPPORTUNITIES

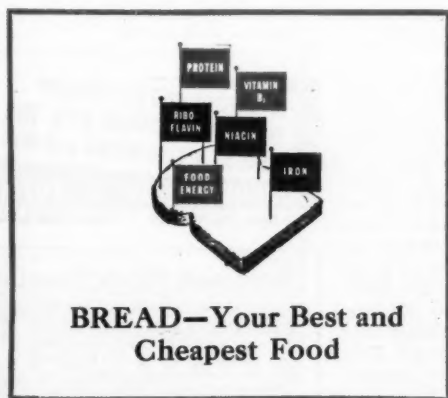
ANNOUNCING HOME STUDY COURSE IN commercial baking. Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for Free booklet, "Opportunities in the Baking Industry." National Baking School, 1215 Michigan Ave., Dept. 320B, Chicago 5, Ill.



If it's **I-H** milled - it's "good" flour!

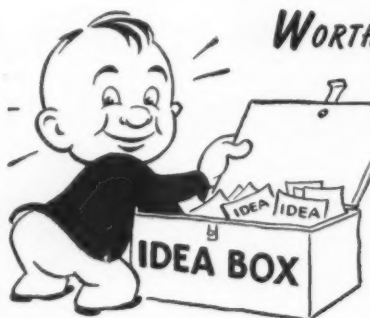


MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



IF you believe that equally good bread can be made out of *any* kind of flour, provided the baker is skillful enough, you haven't seen bread baked from I-H flours. Flour quality does make a difference in the texture, color, general appearance and flavor possibilities of a loaf of bread. I-H quality gives the baker the maximum potential in each of these characteristics.

THE ISMERT-HINCKE MILLING COMPANY  
KANSAS CITY, MO.



WORTH LOOKING INTO . . .

**NEW PRODUCTS**  
**NEW SERVICES**  
**NEW LITERATURE**

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

**The American Baker**  
 118 So. 6th St. Minneapolis, Minn.

**No. 381—Pan Treatment**

Those who developed "Weld-Lock's No-Burn-Koting" have a new pan coating called "Sure-Bake." Jerome H. Debs, president of Chicago Metallic Mfg. Co., says, "We now have two pan coatings for every baking requirement: 'No-Burn-Koting' is used for best results on a slow bake. 'Sure-Bake' is used for best results on a fast bake."

"Sure-Bake" is a new mechanical burn-out treatment that "factory conditions" pans for perfect baking results the minute they are received by the baker. The method is also said to produce perfect crust color and better crust texture. Chicago Metallic invites bakers to request free test material to use in determining which pan coating is best for their needs.

**No. 387—Improved Lift Truck**

Many changes and improvements on its Marforge Load-Mobile electric



lift truck have been announced by the Market Forge Co. The basic design of the truck, including the 3-way

operating positions, remains the same. Most changes have to do with easier accessibility to electrical and auxiliary equipment.

As a result, it is said that the truck has easier maneuverability in close quarters and increased stability. The hydraulic mechanism is arranged in a vertical position at the front end of the hood where it is less likely to be damaged in transit over rough floors.

The Market Forge Co. has also announced the development of a new fifth wheel trailer with automatic couplers, which is said to be particularly valuable for handling heavy loads in warehouses and other types of plants. An innovation of the trailer is the close coupling feature that automatically links the trailers just 18 in. apart. A special locking device keeps the fifth wheel in line and prevents jack-knifing when the trailer train backs. The trailer is said to be very maneuverable and rugged.

**No. 384—Truck Heater**

The Hunter Mfg. Co. has announced a new gasoline heater, Model UH47, with improved thermostatic control, especially designed for heating requirements of truck cabs, delivery vehicles and utility trucks. Company engineers report that its ability to produce heat in large volume on a very small amount of fuel makes it an ideal combination cab and cargo heater for panel and walk-in type trucks carrying baked goods and related products. The unit is compact, attractively finished in durable lacquer, and easy to install in cab or any part of a vehicle.

The heater operates entirely independently of the vehicle engine and burns any type gasoline, averaging less than one pint of fuel consumption per hour. Constant circulation

of warm air at any temperature desired is maintained by an electric blower fan. Controllable heat range is from 5,000 to 15,000 BTU per hour.

**No. 389—Doughnut Equipment Catalog**

The Krispy Creme Corp. recently published a new catalog of "production proved" equipment for the quantity production of doughnuts.

The company points out that many production problems can be eliminated with increased operating efficiency by the use of equipment specifically designed for the job. The catalog of doughnut equipment includes illustrations and specifications of glazers, turners, proof boxes and cooling racks, as well as dollies and loading stands.

**No. 344—Gift Containers**

A brochure showing the art-styled metal gift boxes manufactured by Pletcher & Pollack, New York, is currently offered by that firm.

The brochure illustrates 31 beautifully colored scenes, designs and pictures depicting seasons and holidays, in several different styles of tin containers for fruitcakes, candies, crackers, pretzels, etc.

**No. 386—Wrapper Described**

"65 Quality Packages Per Minute" is the title of a new 6-page folder just released by the American Machine & Foundry Co. illustrating and describing the "AMF Super Standard" wrapping machine.

The new brochure provides potential users with a complete description of the wrapper, successor to the AMF "Standard" wrapper. The application of new engineering principles, the use of new, lightweight materials and the many new and improved features are said to substantiate the firm's claims of higher productivity, quality and economy.

Specifications, including dimensions, package sizes and types, wrapping speeds, etc., are included. The 28 features which assure high-speed, dependable and economical wrapping are fully described and written in nontechnical language.

Simplified floor plan and elevation drawings of the wrapper in both standard and reverse material feed positions are included to help visualize the size, shape and layout of the equipment. Lists of standard equipment supplied and extra equipment available also form a part of the folder.

**No. 373—Decko Slabbing Knife**

Anyone can cut uniform cake layers in quick order with this new knife introduced by Decko Mfg. Co. for slabbing cake layers, coffee cakes, Boston cream pie, etc. An unusual feature is the guide bar which can be set for the desired thickness to keep the blade on an even course. The stiffness of the guide bar also permits use of a very thin blade, which is serrated over a 14 in. cutting length. The knife can also be used for general slicing duty.

**No. 391—New Bread Cooler**

The oven division of the American Machine & Foundry Co. has announced a new line of modern automatic equipment for handling and

**"David Harum" Special Bakers**

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—**DIASTATICALLY BALANCED**

**STRONG—  
UNIFORM—  
EVENLY PERFORMING—  
FLOUR FOR BAKERS**

*Milled for Perfection  
—Not Price!*

*"Laboratory Tested  
For Fine Baking"*

**Lexington Mill  
& Elevator Co.**  
 LEXINGTON, NEBRASKA  
 SINCE 1884

*The Standard Others  
Strive to Reach*

**WHITE SWAN  
FLOUR**

SPRINGFIELD MILLING  
CORPORATION  
 MINNEAPOLIS • MINNESOTA

**Evans Milling Co.**

INDIANAPOLIS, IND., U. S. A.  
 Manufacture Kiln-Dried  
 WHITE CORN PRODUCTS

Capacity, 16,000 Bushels

**A SUCCESSFUL DONUT  
BUSINESS CALLS FOR THE  
FINEST EQUIPMENT and MIX**

**DOUGHNUT CORP. OF AMERICA**  
 333 Seventh Avenue New York 1, N. Y.

**Bowersock Mills & Power Co.**

LAWRENCE, KANSAS  
**ZEPHYR FLOUR**  
 AS FINE A BAKING FLOUR AS A  
 BAKER CAN BUY AT ANY PRICE  
 Established 1874

**"RUSSELL'S BEST"  
"AMERICAN SPECIAL"**

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

**RUSSELL MILLING CO., Russell, Kansas**

**The American Baker**

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 386—Wrapper Described  
 No. 387—Lift Truck  
 No. 389—Equipment Catalog  
 No. 391—Bread Cooler  
 No. 398—Bakery Lighting

No. 344—Gift Containers  
 No. 373—Slabbing Knife  
 No. 381—Pan Treatment  
 No. 384—Truck Heater  
 No. 385—Cleaning Compound

NAME .....

COMPANY .....

ADDRESS .....





One of the New AMF Bread Coolers in Use

cooling bread, pies, rolls and other bakery products.

The new coolers are sturdy, compact and positive in action, the company points out. They are available in either air-conditioned or atmospheric types and in sizes to meet oven capacities. Stabilized trays and simple, positive loading and unloading are features of the new line of coolers. Special provision has been made for the simple and complete cleaning of cooler trays for improved sanitation in the bake shop.

### No. 398—Lighting for Bakeries

Lighting equipment necessary to efficient and economical production processes in bakeries is covered in a new report of the Illuminating Engineering Society. Complete with photographs and line drawings of typical floor arrangements, the report shows lighting fixtures suitable for baking establishments and correct lighting layouts. Sections include a table of lighting levels for the various

work areas; recommends paint colors for walls and ceilings; describes use of natural lighting, and maintenance of lighting equipment. The report concludes with a detailed appendix on the use of ultra-violet radiation to control mold contamination.

"Lighting for Bakeries" is another of the lighting study projects in industry which have been developed by technical committees of the Illuminating Engineering Society in cooperation with important elements of the respective industries under study.

The report is available in a 16-page booklet, with cover at 50¢ a copy; quantity prices are available from the secretary.

### No. 385—Cleaning Compound

S-A-F, an all-purpose bakery pan and equipment cleaning compound, is the result of several years of research and field testing by the manufacturer, who says it offers properties that have long been needed in the field of bakery cleaning.

It is said to be safe on tin, aluminum, galvanized steel and other soft metals without the use of chromates which are toxic and skin irritating. It may be used for manual washing of pans and wiping down equipment or on floors and walls or in soaker tanks and spray washers.

The manufacturer offers samples for test purposes.

## Mennel

Quality, Uniformity,  
Laboratory Control

HOSTESS  
SUPERCake

Special  
Cake Flours

The  
Mennel Milling Co.  
TOLEDO, OHIO - U.S.A.

## Mennel

Soft Cake Flour

For Biscuit Manufacturers  
WATSON HIGGINS MILLING CO.  
GRAND RAPIDS, MICH.

### WHITE WHEAT

Low Protein Cake  
and Cookie Flours

AMENDT MILLING CO.  
Monroe, Mich.

### Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.  
DANVILLE P.O. Asticeo WISCONSIN

### Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest  
Colorado highland wheats  
FORT MORGAN -:- COLORADO

Buy and Sell  
Through

WANT ADS

...in...  
THE AMERICAN BAKER

Be Proud of Your Job,  
as We Are of Ours, for

"Bread is the  
Staff of Life"



GIBRALTAR  
Flour

KANSAS BEST  
Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas"  
Wichita, Kansas

For Over Fifty Years...

KING'S GOLD

KING'S BEST

GOLD MINE

EXCELSIOR

...Made in Minnesota

H. H. King Flour Mills Company  
MINNEAPOLIS, MINNESOTA



"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

"BLODGETT'S"  
RYE

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Exceptional Bakery Flours

TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.  
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,000,000 Bus.

*For Ever-Uniform Quality!*



MORTEN MILLING CO., DALLAS, TEXAS



*Every Wheat  
Signs  
Its Name!*

..... *That's Why*

## WALNUT CREEK FLOURS INSURE BETTER BAKING

ON THE laboratory mixograph every wheat plainly writes its own "signature." And better than any handwriting expert, the cereal chemist can read in these signatures the *true* baking characteristics of the particular wheat sample.

Different wheat varieties produce flours of different mixing tolerances. The mixograph records the reaction of flour with water and shows the relative strength or weakness in a sample. The machine mixes a sample over a 10-minute period and makes a continuous recording of the dough resistance. Difference in time required to mix a dough to a peak, the steepness with which the curve falls off from a peak, the width of the curve, and the point to which it falls at the end of the 10-minute cycle, gives an index which enables us to choose a proper mill mix.

Poor varieties quickly reach their peak and become slack if over mixed, while good varieties show a greater resistance to over-mixing.

The curve shown just above the mixograph on this page is an example of a wheat with good mixing tolerance and one that will yield good baking flour. Wheats like these are the kind that go into Walnut Creek bakery flours.

In our wheat selection program we make constant use of the mixograph as one of the important guides to the selection of top quality wheats. This and other laboratory tests make it easy to plan and control the baking performance of Walnut Creek flours to meet the exact requirements of our customers.

That's why you are sure to get *good baking* from Imperial, Velvet and other Walnut Creek brands.

HERE'S A MIXOGRAPH FROM  
THE WALNUT CREEK LABORATORY

ABOVE:  
A CURVE AS IT APPEARS ON  
THE MIXOGRAPH RECORD SHEET

*Flours of  
Top Quality*

IMPERIAL  
VELVET  
SNOBUDDY

# WALNUT CREEK

*Quality Millers for More Than 70 Years*

## MILLING COMPANY GREAT BEND, KANSAS

THURMAN H. SHERWOOD, Vice President & Gen. Mgr.

## PITTSBURGH PRODUCTION MEN ELECT A. G. SLEZAK

PITTSBURGH—Andrew G. Slezak, Lincoln Bakery, Bellevue, was elected president of the Greater Pittsburgh Production Mens Club at an evening dinner meeting recently at the Hotel Roosevelt here, at which the charter-founder members of the club were honored.

John D. Shidler, Kroger Co., was elected vice president; George Robertson, Armour & Co., treasurer, and William Giltenboth, Stover & Andrews, secretary. Gustav Wilde, Wilde Bakery, and Ray Young, Ray Young Co., were appointed first and second vice presidents.

Louis Allsen, Swift & Co., Chicago, one of the founders of the club, as featured speaker, stressed the worth of the organization and outlined the basic reasons for its existence. Mr. Allsen presented 23 certificates of merit to those who played a part in the founding of the club.

Louis Dudd, Dudd's Bakery, president of the Associated Retail Bakers of America, will be honored by a dinner dance Nov. 8 sponsored jointly by the Bakers Courtesy Club of Pittsburgh, the Greater Pittsburgh Production Mens Club, the Retail Master Bakers Association of Western Pennsylvania and its ladies' auxiliary.

—BREAD IS THE STAFF OF LIFE—

## GUY P. MATZ NAMED BY SCHULTZ, BAUJAN

CHICAGO—Guy P. Matz, Cincinnati, Ohio, has been appointed flour sales and service representative for Schultz, Baujan & Co., Inc., Beardstown, Ill., in Indiana and Ohio, according to an announcement by R. H. Hommel, Jr., vice president of the company. Mr. Matz recently sold his bakery in Cincinnati to enter sales and service work. He has had many years' experience as a baker and bakery service representative.

—BREAD IS THE STAFF OF LIFE—

## '51 MEETING OF MNF SET FOR CHICAGO, MAY 14-16

CHICAGO—The 1951 convention of the Millers National Federation will be held May 14-16 at the Edgewater Beach Hotel here.

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**DOMESTIC FLOUR EXPORT**  
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# What *Enrichment* means *to the U.S.A.*

## *Enriched Bread Means Enriched Living*

For the **BAKER** and for the **FAMILIES**  
who are his **CUSTOMERS**

"**M**ORE buoyant health, decreased illness, increased mental and physical vigor, is the contribution of the enrichment program to the American people."\*

This was conclusively demonstrated by the authoritative New York State Nutrition Survey of 1947. In New York, the prevalence of deficiencies of thiamine, riboflavin, and niacin was only a fraction of that found in Newfoundland by the famed Newfoundland Nutrition Survey of 1944, *before* enrichment was put into effect in that country.

Here is clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the American people—through Enrichment.

\*Norman Jolliffe, M.D., Director, Bureau of Nutrition, Department of Health, City of New York: In an address before the American Bakers Association, Atlantic City, October 17, 1949.



### Merck Enrichment Wafers

WITH Merck Enrichment Wafers you can depend on **STABILITY** (no crumbling or dusting)—**SPEEDY DISINTEGRATION** (to fit your production schedule)—and **UNIFORM ENRICHMENT** (fine-particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.



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# Merck Enrichment Wafers

EVERY STANDARD MILLING  
COMPANY PLANT HAS THIS  
MODERN SANITARY PROTECTION

# INFESTATION DESTROYERS AT WORK

## How your flour is protected from infestation

... batteries of Infestation Destroyers like these treat wheat before it is ground—treat the flour before it goes into bulk storage—and still again the flour is protected by these destroyers as it is drawn from storage to be packed in bags for delivery.

Now you get "Standard" quality and "Standard" uniformity with the added safeguard of infestation control.

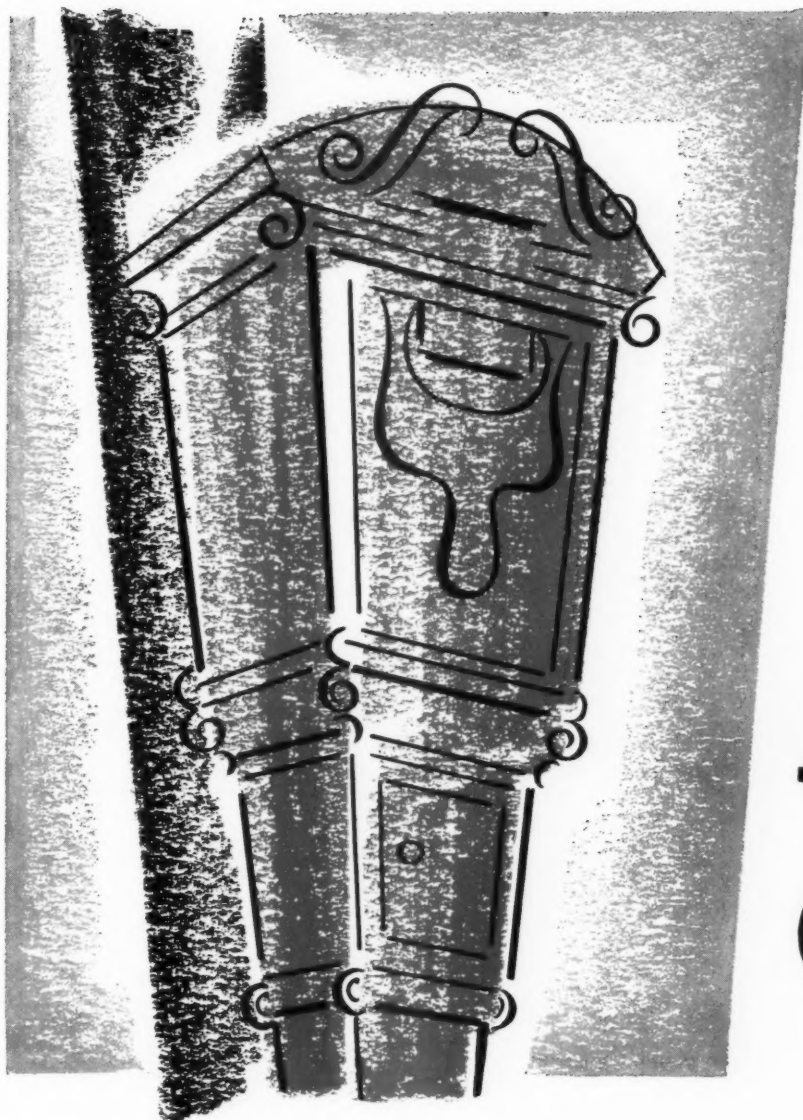


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**A**s the fire alarm system is always on duty for your protection, so, too, is the N-A Flour Service Division always at your call to help with flour processing problems. In emergency and day-to-day standby service alike, progressive mills everywhere have found through experience that N-A Service means prompt, courteous and practical attention to all the details of flour maturing, bleaching and enriching.

Call your nearest N-A Representative — they're located in principal cities throughout the country — for details on Dyox for maturing, Novadelox for color, N-Richment-A for uniform enriching, and N-A Service for relief from treatment worries. There's no obligation, of course.

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That means extra business for you!





